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OCTOBER, 1948 VOLUME 23, NUMBER 4

WINNERS of 3rd Special Monthly Awards—1948 Picture Contest . . 52
Ballet on the Beach . . . . . By Philippe Halsman 56
Your Vacation—For Keeps . . . . . By Wendell Merrill 60
Broncos and Brahmas . . . . . By Ross Madden 63
Hidden Faces . . . . . By Rita Leisten 66
Make-Up for Better Portraits . . . . . By Mildred Stagg 68
Pictures on the Farm . . . . . By William Whitaker 70
Here Comes the T-Stop . . . . . By Bruce Crawford 87
Amateur Movie Section 107
Vary Your Scene Length . . . . . By George Carlson 107
1948-9 Directory of Photographic Equipment 113
POPULAR PHOTOGRAPHY 1948 PICTURE CONTEST 178

PICTURE SECTION 72-82

The picture section which appears this month is a portfolio made up of the work of several contemporary American photographers. Their pictures effectively reveal what they have seen, how they have reacted, and what they have chosen to record.

Press 10
The Magazines 12
Camera Clubs 28
Candid Shots by the Editor . . . 40
Trade Notes and News 88
Notes on the Picture Section . . . 90
Calendar of Photographic Exhibitions 96
New Books 105
New Home Movies 110

COVER BY WELLINGTON LEE. SEE PAGE 52.

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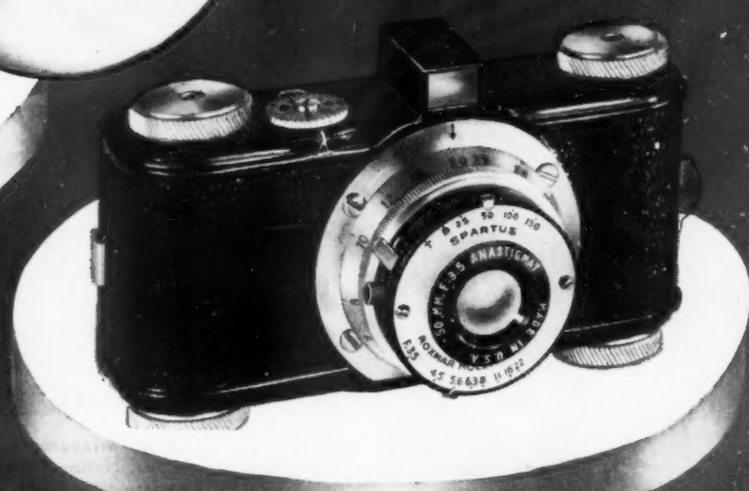

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PRESS

By A. J. Ezickson

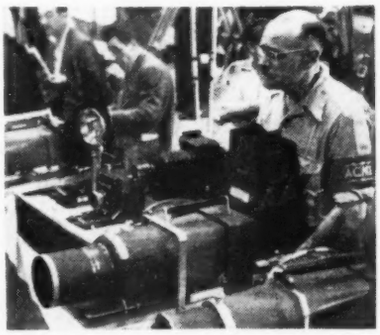
THERE was a note of high glee at the third annual convention of the National Press Photographers Association held in Atlantic City. And no wonder. The infant organization has jumped right out of its swaddling clothes into full manhood with a membership representing 515 newspapers in 47 states and a treasury holding nearly $8,000. The 63 members attending heard Joseph Costa, the retiring president, strike the keynote of its progress when he said: "Editors and publishers all over the country look to the NPPA for leadership in new thinking and adjustment required by rapid technical developments and changes in the sociological pattern." Then the delegates went about electing their new officers: Paul Threlfall, chief photographer of the *Wichita* (Kansas) *Beacon*, succeeding Costa as president; John Faber, secretary, and Samuel Mellor, treasurer. Their terms are for two years. Faber is photographic director of the *Birmingham* (Ala.) *News-Age Herald*, and Mellor is on the staff of the *New York Post*. One of the highlights of the meeting was the presentation of awards to NPPA's first picture contest, called "The Best Shot of My Life." Murray Becker, chief photographer of the Associated Press, won the $500 first prize with his shot of the burning of the dirigible Hindenburg at Lakehurst, N. J. Russell Scott, *Flint* (Mich.) *Journal*, won second place honors of $250 for his picture showing a dog sitting dejectedly in a snowstorm beside the dead body of another dog. Joe Costa, photo supervisor of the *New York Sunday Mirror* magazine, copped the $100 third place award for his picture taken in a Baltimore, Md., jail of a wife beater being flogged by a jailer. Diamond pins were awarded to Charles Hoff, *New York News;* Gus Pasquarello, of the old *Philadelphia Public Ledger;* Jim Jones of the *Boston Post;* Frank Cushing of the *Boston Herald-Traveler;* and George Yates of the *Des Moines Register and Tribune.*—

Acme

These winsome lassies were the finalists in National Press Photographers Association's contest for "Miss Press Photographer." They are, from left, Peggy Sullivan, Dallas-Fort Worth club entry, who won the title; Bettina Edwards, Boston press queen; Karen Lewis, New York City entry; Patsy Parrish, Miss Carolina; Vicki Hollander, Miss Philadelphia; and Micky Crawford, who is Miss Pittsburgh.

This shot of the Hindenburg crashing in flames at Lakehurst, N. J., base May 6, 1937, won $500 first prize in the National Press Photographers contest for Murray Becker, chief Associated Press lensman.

Philadelphia motorcycle police helped news photographers keep up with the fast-moving political conventions. Acme photographer Milt Freier, from Washington, points out his next stop (above) as policeman Bill Sheridan shuttles him. Moving right in on top of the speakers, the 25- and 40-inch Big Berthas (seen below) provided some interesting close-ups of the events. Here Roy Miller, Acme photographer from Chicago, aims his camera at the speakers' rostrum from the gallery.



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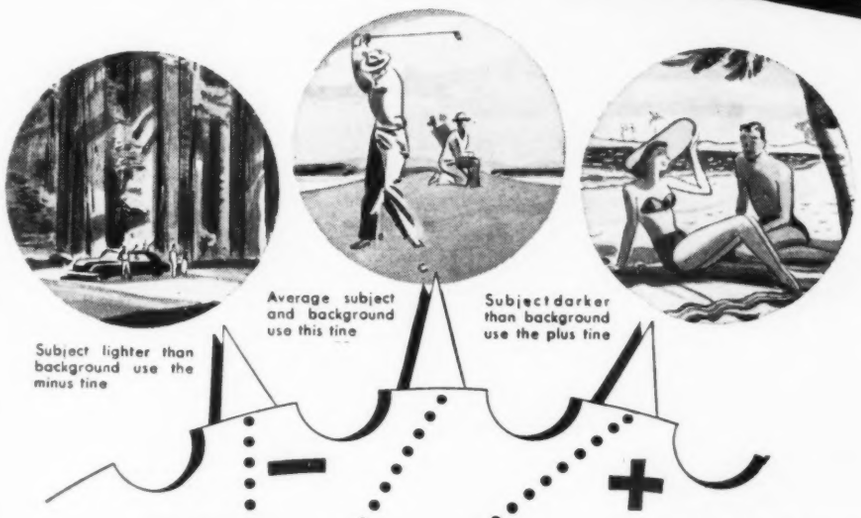

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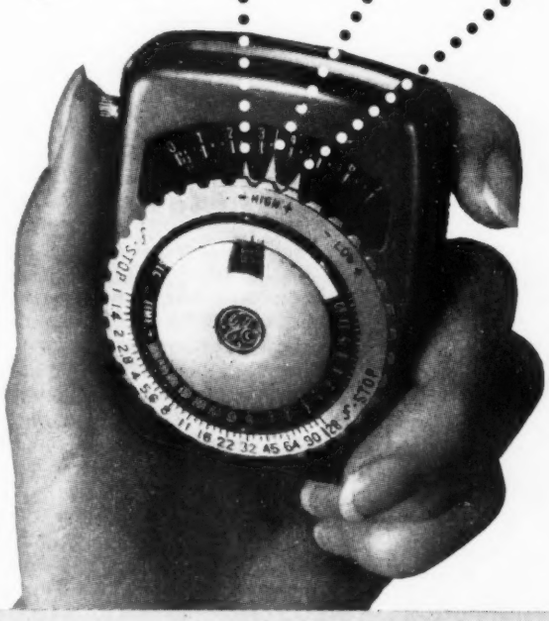

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The MAGAZINES

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"Go up to the Empire State Building and take a picture of the longest freight elevator shaft in the world," they told him. What they didn't tell him was that the shaft was painted black all the way up, with no light reflected from anywhere.

Frank Scherschel, 41, *Life* magazine photographer and former *Milwaukee Journal* staff man, takes a good-bye shot at the U.S.A. before boarding a Trans World airline Constellation at LaGuardia Field, N. Y., that took him to his present assignment—the Palestine war fronts. The camera is a Contax, the unusually large lens is a 180-mm *f*/2.8 Sonnar telephoto.

So, at 1:00 a. m., after the building had closed for the day, Jack went to work. First, he set his camera at the bottom of the shaft, facing straight up. Then he and one of the elevator operators started up, one floor at a time. At each stop, Jack set his lights while his helper took the elevator up a few flights to get it out of camera range. For 81 stories this went on—and on—and on.

When they finished at 5:30 a. m., Jack had lost four pounds, the elevator operator three. "But then, I'm bigger than he is," Jack apologizes.

* * *

Frankie In The Lions' Den. A routine office request to FRANK FRITZ for his hospitalization dues brought a rapid response in the form of a check and a story.

"When the editors of *Popular Mechanics* decided to do a story on the training of big cats, I wasn't even excited," said Frank. "But after I'd spent a couple of hours in Dick Clemens' training cage with the tigers and lions, I was as nervous and jumpy as the animals themselves were. In fact I decided maybe the insurance company was right when they said, 'Give us eight bucks more a year. Your job is hazardous.' "—

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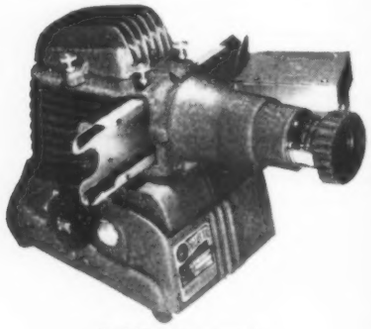

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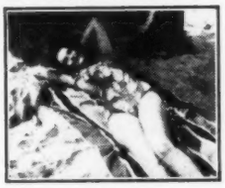

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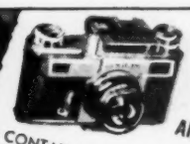

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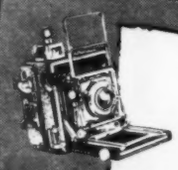

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- 4x5 PACEMAKER SPEED GRAPHIC, f4.7 coated Optar Lens, Graphex X Shutter..... $206.90
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- GRAFLEX 3-cell Flashgun, Solenoid..... 42.05
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- 2 ¼x3 ¼ R.B. GRAFLEX B, f4.5 coated Ektar, Film Pack Adapter..... 157.50
- 3 ¼x4 ¼ PACEMAKER SPEED GRAPHIC, f4.7 coated Ektar, Supermatic X Shutter..... 205.15
- 3 ¼x4 ¼ SUPER D GRAFLEX, f4.5 coated Ektar, built-in flash synch, automatic diaphragm..... 244.80
- 4x5 PACEMAKER SPEED GRAPHIC, f4.7 coated Optar, Graphex X Shutter 206.90
- 4x5 CROWN GRAPHIC, f4.7 coated Optar, Graphex X Shutter..... 171.30
- 4x5 SUPER D GRAFLEX, 7½" f5.6 coated Ektar, built-in flash synch, auto diaphragm..... 259.35
- 4x5 GRAPHIC VIEW, pan tilt head, carrying case.. 130.00

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- ARGOFLEX E Camera, f4.5 coated lens, $61.12
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- Combination Lenshade—Filter Holder
- Set of 3 Optical Glass Filters

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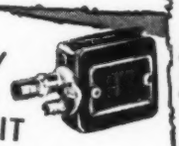

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MOVIE OUTFIT

- CINE PERFEX Turret Camera
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- 1 ⅜" f3.5 Kodak Focusing Telephoto

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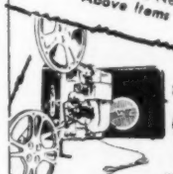

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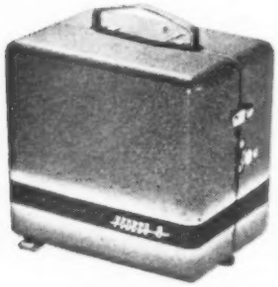

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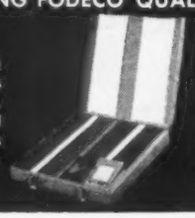

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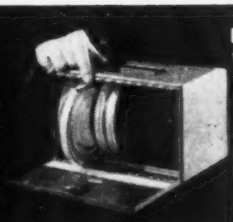

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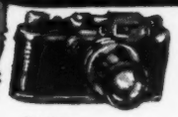

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- Leitz Universal Viewfinder
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• Vinylite Enlarger Cover	5.00	2.49
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- 16mm Sound and Silent Projector with 750 Watt Lamp 127.50
- Model 88, 8mm Camera with f2.5 coated Wollensak lens 155.00
- Model 99, 8mm Turret Camera with f2.8 coated B & L lens 287.50
- Model 60, 8mm Magazine Turret Camera with f2.8 coated B & L lens 77.50
- Model 70, 8mm Magazine Camera with f2.8 coated B & L lens 110.00
- Model 85, 8mm Projector with 500 Watt Lamp ..... 152.50 / 127.50 / 120.00

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ROBOT II, f2.8 Tessar, LN	$ 72.50
KODAK RETINA 1a, f3.5 Ektar, LN	59.50
WELTINI, f2.8 Tessar, cpld, LN	115.00
WELTINI, f2 Xenon, cpld, exc	125.00
ZEISS TENAX 1, f3.5, Compur, exc	39.50
VOIGT VITO, f3.5, LN	35.00
ADOX, f4.5, exc	22.50
DOLLINA, f2.9, Compur, good	29.50
AGFA KARAT, f2.8 Xenar, coupled LN	75.00
LEICA 3B, f2 coated Summitar, LN	265.00
LEICA 3C, f2 Summar, LN	259.50
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LEICA, G, f2, Summar, built-in flash, LN	210.00
LEICA 3B, f2 Summar, exc	215.00
LEICA 3B, f2 coated Summar, LN	239.00
LEICA D, f3.5 Elmar, LN	139.50
ZEISS SUPER NETTEL, f2.8 Tessar, coupled R.F., exc	85.00
CONTAX I, f2.8 Tessar, good	95.00
ARGUS A3, f4, built-in meter, LN	27.50
ARGUS A2, f4.5 coated, built-in meter New	32.08
ARGUS C3, f3.5 coated, coupled R.F., synchro flashgun, New	69.58
PERFEX 44, f3.5, coupled R.F., exc	32.50
PERFEX 22, f3.5, coupled R.F., LN	49.50
ARGUS 21, f3.5 coated, Markfinder, built-in flash, LN	34.89
VOKAR, f2.8 coated, coupled, LN	47.50

16mm CAMERAS

KEYSTONE A7, f1.5 coated Wollensak, New	$107.50
KEYSTONE A7, f2.5 coated Wollensak, New	74.50
B & H 70DA, 1" f1.9 Lumax, 17mm f2.5 Woll. W.A., 3¾" f3.3 T.H. Cooke, Turret Finder, exc	349.50
ZEISS MOVIKON, f1.4 Sonnar, coupled R.F., exc	325.00
VICTOR 4, Turret, f1.9 coated E.K., New	224.00
MAGAZINE CINE KODAK, f1.9 coated, New	175.00
BOLEX H-16, 3 lens turret, built-in frame counter, f1.9 coated E.K., New	346.67
BOLEX H-16 3 .ens turret, frame counter, f1.4 Leitz Hektor, LN	325.00
REVERE, Magazine Turret, f1.9 coated New	187.50

8mm CAMERAS

BOLEX H8, 3 lens turret, frame counter, ½" f1.9 Wollensak, case, LN	$265.00
CINE KODAK 8-20, f3.5, LN	32.50
CINE KODAK 8-25, f2.7, exc	42.50
BOLEX L8, f1.9, case, LN	99.00
UNIVERSAL, 3 lens turret, ½" f4.5 Woll. 1½" f3.5 Woll. Tele, LN	32.50
CINEMASTER II, f3.5 Woll, LN	29.50
CINEMASTER II, f2.5 coated, case, LN.	37.50
CINE KODAK 8-25, f2.7 coated, New	64.17
KEYSTONE K40, Magazine, f2.5 coated, New	116.50
KEYSTONE K22, f2.5 coated, New	67.50
FRANKLIN, Magazine, f2.5 coated, New	119.50

ROLL FILM CAMERAS

KODAK DUO 620, f3.5 Compur Rapid, good	$ 42.50
BABY IKONTA, f4.5 Tessar, good	27.50
ZEISS IKONTA A, f3.5, Compur, exc	49.50
ZEISS IKONTA B, f4.5 Lens, LN	57.50
VOIGT BESSA, f4.5 Skopar, exc	37.50
KODAK TOURIST, f4.5 coated, built-in flash, NEW	71.00
KODAK MONITOR 620, f4.5 coated, built-in flash, case, LN	62.50
ZEISS ICARETTE, f4.5 Tessar, good	49.50
PARVOLA, f3.5 Tessar, good	39.50
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VOIGT BESSA, f3.5 Skopar, coupled R.F., LN	95.00
VOIGT BESSA 120, f3.5, Compur, exc	52.50
ZEISS IKONTA C, f3.5, Compur, exc	59.50
KODAK VOLLENDA 620, f3.5, Compur, exc	42.50
PRECISA, f2.9, Compur, LN	59.50
PLAUBEL MAKINA, f2.9 Anticomar, coupled R.F., Filter, 2 Holders, Case, exc	89.50
PLAUBEL MAKINA IIs, f2.9 Anticomar, coupled R.F., F.P.A., exc	149.50
SS DOLLY, f2.9 Trioplan, exc	49.50
WELTA PERLE, f4.5 Xenar, LN	39.50
WELTAX, f2.9 Cassar, LN	49.50
ZEISS IKONTA A, f3.5 Tessar, LN	65.00
BALDA, f2.9 Trioplan, good	37.50
ZEISS NETTAR A, f4.5, LN	37.50
SUPER IKONTA BX, f2.8 Tessar, coupled R.F. built-in meter, bantam adapter, case, LN	239.50
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• 1" f1.9 coated Eastman Lens, Brand New	64.17
• 17mm f2.7 coated Woll. Wide Angle, New	55.42
• 3" f4 coated Woll. Telephoto, New	58.53
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• Combination Bayonet Lenshade-Filter Holder	4.50
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ROLLEICORD, f3.8 Zeiss, good.....	69.50
ROLLEIFLEX Standard, f3.5 Tessar, exc	129.50
ROLLEICORD 2a, f3.5 Zeiss, LN.....	139.50
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REFLECTA, f3.5, Compur, exc.....	52.50
CIROFLEX, f3.5 coated, LN.....	65.00
PRAKTIFLEX, f2 Xenon, LN.....	159.50
KINE EXAKTA, f2.8 Tessar, LN.....	235.00
KINE EXAKTA, f1.9 Primoplan, LN...	275.00
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EXAKTA B, f2.9 Xenar, LN.....	99.00
EXAKTA B, f3.5 Tessar, exc.....	99.00
R.B. GRAFLEX B, 2 ¼x3 ¼, f4.5 KA, good.....	79.50
R.B. GRAFLEX JR., 2 ¼x3 ¼, f4.5 B&L, good.....	52.50
R.B. GRAFLEX B, 3 ¼x4 ¼, f4.5 B&L, good.....	69.00
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ELWOOD S2, 5x7, 161mm f4.5 Kodak. List $140.00. LN.....	97.50
KODAK PRECISION, 2 ¼x3 ¼, Condensers, 3 ½" f4.5, LN.....	129.50
EASTMAN AUTOFOCUS, 5x7, 7 ½" f4.5 K.A. lens, 16x20 Easel, Footswitch, exc.....	269.50
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- ARGUS C3 35mm Camera Coated f3.5 Cintar Lens Coupled Rangefinder Synchro Flashgun $69.58
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- Combination Lenshade-Filter Holder
- Set of 3 Optical Glass Filters
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Complete Outfit Brand New $79.89 Shpg. Wt. 10 Lbs.

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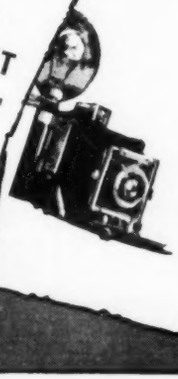

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- 135mm f4.7 coated Wollensak Raptar Lens
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Here's an unusual opportunity to secure a fine set of Binoculars at a substantial saving of money. Offered here are complete sets of Optics and Metal Parts for the 7x50 Binoculars. These components are new and all ready for assembly. We supply full instructions. Limit — 1 set of Metal Parts and 1 set of Optics to a customer.

METAL PARTS — Set includes all Metal Parts — Completely finished—for assembly of 7x50 Binoculars. No machining required. Bodies have been factory hinged and covered. A sturdy Binocular Carrying Case is optional with each set of Metal Parts.

Stock #842-P....$39.40 Postpaid, plus $4.80 for Case—
Total $44.20

OPTICS — Set includes all Lenses and Prisms you need for assembling 7x50 Binoculars. These Optics are in excellent condition—perfect or near perfect—and have new low reflection coating.

Stock #5102-P—7x50 Optics.....**$25.00 Postpaid**

If you buy both the Binocular Optics and the Binocular Metal Parts, your purchase becomes subject to 20% Federal Excise Tax. Be sure to add amount covering tax to your remittance or your order cannot be filled.

ARMY'S 6 x 30 BINOCULARS!

No Carrying Case with any Sets shown below.

COMPLETE OPTICS & METAL PARTS—Model M13A1. 6x30 Binoculars (waterproof model). Everything you need—ready for assembly. When finished will look like a regular factory job costing $102 to $120. The Optics are new, in perfect or near-perfect condition. Have new low reflection coating. Metal Parts are new and perfect, all completely finished. No machining required. Bodies factory hinged and covered. Complete assembly instructions included.

Stock #830-P .....$40.00 Postpaid
plus $8.00 tax—Total—$48.00

METAL PARTS ONLY—Model M-13A1. 6x30 Binoculars. No Optics. Same Metal Parts as described for Stock #830-P.

Stock #832-P—6x30 Metal Parts.....**$25.00 Postpaid**

OPTICS FOR 6x30 BINOCULARS—(No Metal Parts). Perfect and low reflection coated.

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SAME OPTICS AS ABOVE—Coated, but slight seconds.

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An amazingly effective unit for controlling amount of light reaching your eyes. Cuts down glare in sky and overwater observations. Easily snapped on and off over the eye-cups of American-made 7x50 Binoculars. Govt. cost $8.30 each.

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Above Polarizing Attachment also adaptable to Govt. 6x30 Binoculars with substitution of special eye-cups.

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Telescopes, Magnifiers, Photographic Gadgets and Hundreds of Experiments with these Low Cost Lenses.

To Translate Millimeter measurements: 25.4 mm. equals one inch.

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8 Power ELBOW Telescope

Gov't Cost $200!

***Our Price* $17.50**

Big 2" diameter objective. All lenses Achromatic. Amici prism erects the image. 4 built-in filters—clear, amber, neutral and red. Slightly used condition but all guaranteed for perfect working order. Weight 5 lbs. Can be carried but a trifle bulky.

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(Govt. cost 60c—Our Price 25c ea.)

Issued during war for emergency use to start fires if lost without matches. Double convex lens—51 mms dia. . . . F.L. 89 mms. Edges may have slight chips as perfect edges were not required by Govt. specifications. May be used as magnifying lens. Also can be used as condensing lenses in 35 mm projectors.

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SPECIAL OFFER—50 for **$11.25** or 100 for **$20.00**

$200.00 DRIFT METER FOR $5.60

These were used for determination of drift and true air speed. You can adapt to other uses or take apart to get two mounted Achromatic Lenses — Mirrors — Field Lens — Pantograph — Engraved Scales — Sponge Rubber Discs — metal parts and other components. Instrument weighs 4 lbs.

Stock #942-P .....$5.60 Postpaid

SEXTANTS

SENSATIONAL BARGAIN! BUBBLE SEXTANTS

These Army Air Forces Bubble Sextants cost the Govt. about $125 each. A real bargain at our price of $12.50! Included with Bubble Sextant shipment is Wooden Carrying Case, 5 spare waxed paper discs, flashlight with rheostat for night use (uses ordinary flashlight cells — not furnished) aux. 2-power Galilean Telescope Allen wrench. 1 spare marking point. Wartime used. **BUT COMPLETELY REPAIRED. COLLIMATED AND PUT IN GOOD WORKING ORDER.** Light bulb has been tested—Bubble is in working condition. Because of wartime use, we make this guarantee: if not satisfied that Sextant is exactly as represented, return within 10 days and money will be refunded. Full directions for use accompany each shipment.

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(Unmounted). Used in gun sights—especially for shotguns. As you look through, you see a series of rings that you superimpose on your target. No front sight required. Increases degree of accuracy.

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SIMPLE LENS KIT

SIMPLE LENS KIT—Some gov't surplus, some commercial surplus, some chipped rejects, some perfect, few coated . . . in any event an excellent bargain. Containing Plano Convex, Double Convex, Concave, Miniscus Lenses. Dia. range 5mm to 40mm. Assorted focal lengths.

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MOUNTED PROJECTING LENS SYSTEM

F.L. 91.44 mm. (just right for 35mm. Projectors.) Speed of F1.9 Outside dia. of mount at one end of 60 mm. Length of mount 64 mm.

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THREADED OUTSIDE MOUNT FOR FOCUSING ABOVE SYSTEM
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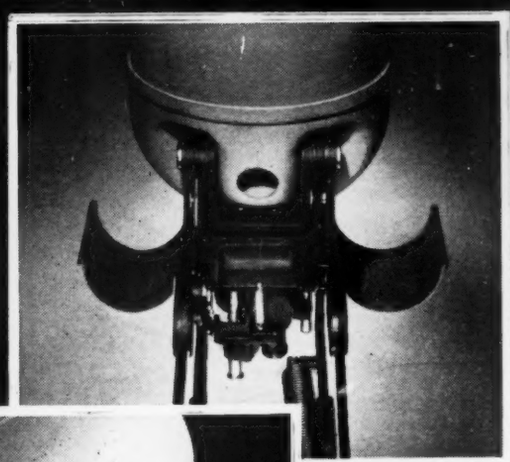

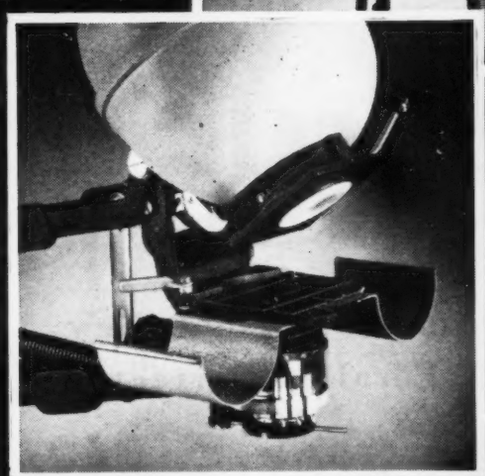

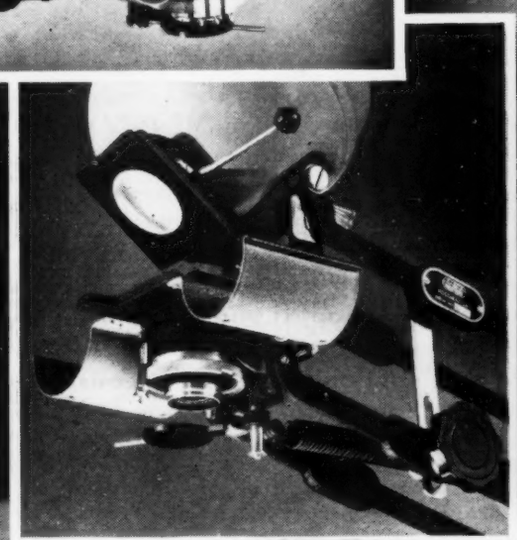

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Now! VUE-FOCUS—the greatest advance in camera optics in fifty years—available on the famous Busch 2¼ x 3¼ Precision Pressman. The VUE-FOCUS, made exclusively for Busch Cameras by the American Bolex-Stillwell Corporation, combines all four mechanical focusing movements in one housing. You can focus in SECONDS without taking the camera from your eye. Visit your dealer today and see this focusing miracle in action. If you're the proud owner of a Busch 2¼ x 3¼, you'll want to add VUE-FOCUS to your accessory equipment. If you're considering a press-type camera, you must see the Busch 2¼ x 3¼ with VUE-FOCUS before you buy.
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Busch Precision Camera Corp., Dept. 1010
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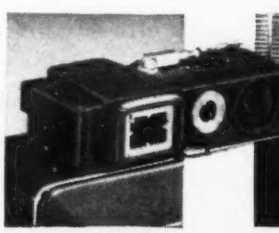

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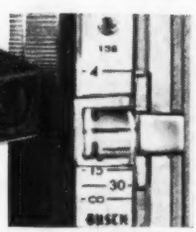

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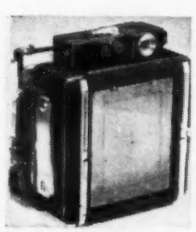

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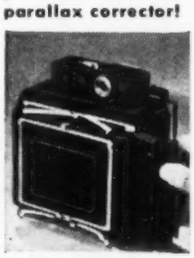

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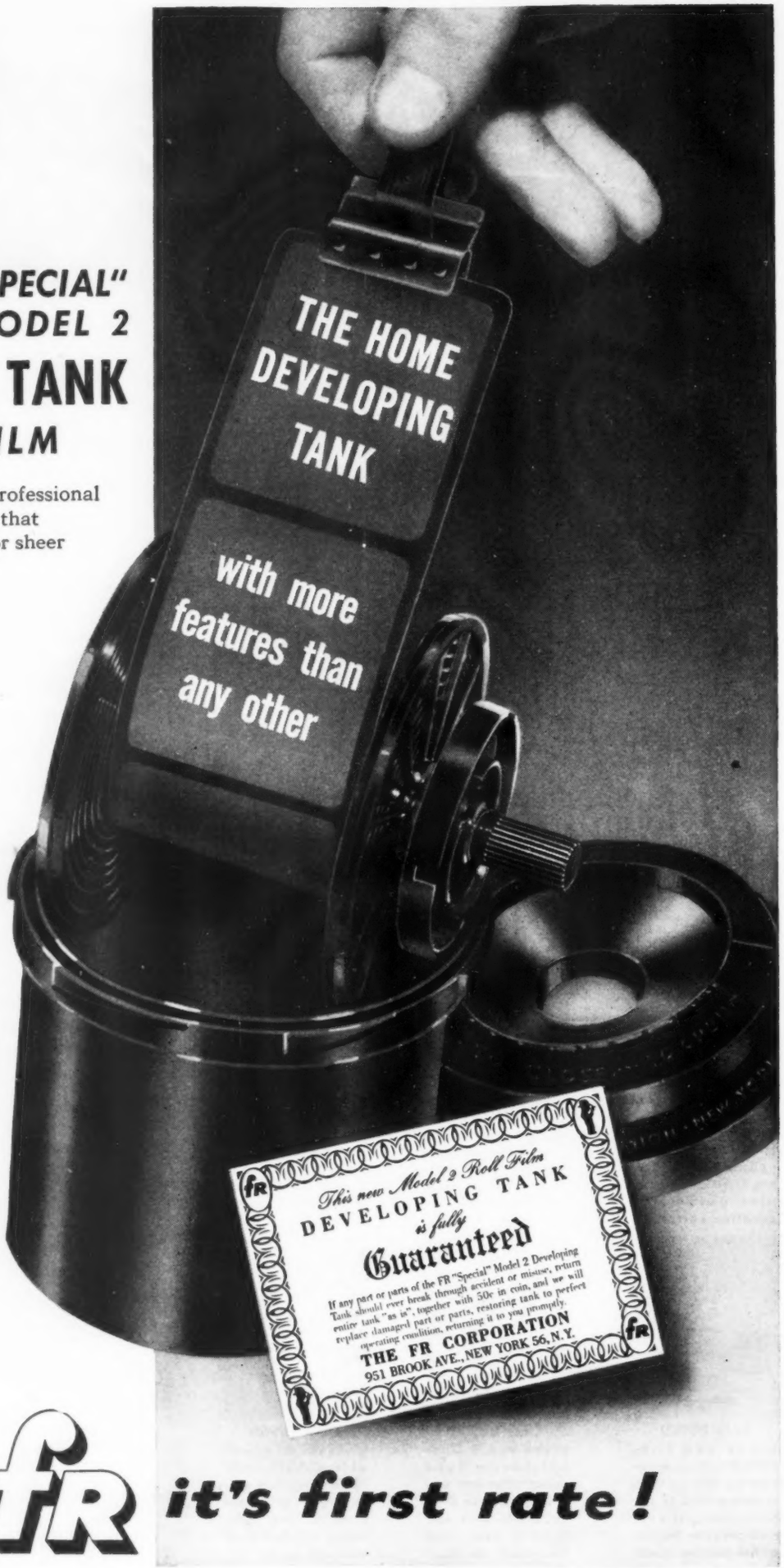

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F3.5 Xenar coated lens. Brand new . . . Post Paid . . . at.... **$218**

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NEW 4x5 BUSCH PRESSMAN WITH VIEW FOCUS

Model D Busch camera....$89.50
View Focus . . . Inst..... 69.70
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Special Wide Angle Attachment $35.00
Compartment case. Genuine Leather $17.50
You Save $44.30 . . . at United's offer of..... **$260** Post Paid

NOW AVAILABLE. NEW 3¼x4¼ PACEMAKER "34" SPEED GRAPHIC CAMERAS

With 135mm f4.7 Optar ctd. in Graphex Synchro **$214.00**
With 127mm f4.7 Ektar ctd. in Supermatic X **$205.15**
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Mercury II w/ f2.7, Flash shutter.....$	82.90	$ 41.50
Buccaneer w/ f3.5, Flash, Cpld RF....	65.00	47.50
Perfex 101 w/ f4.5, Flash, Cpld RF...	39.99	32.50
Kodak Bantam f4.5 ctd, synchro.....	57.72	45.00
Argus C 3 f3.5 ctd, synchro, case.....	78.08	62.00
Kodak 35 Cpld R.F. f3.5, synchro.....	86.58	69.50
Ikonta 35 w/ f3.5 Novar, Klio, case...	83.00	69.00
Super Ikonta A, CPLD R.F. f3.5 Xenar in Compur Rapid, with case.....	171.00	.....
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Roamer I, ctd lens, synchro shutter....$	29.75	$ 24.50
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Voightlander Bessa Cpld R.F. f3.5 Heliar	.....	97.50
Monte Carlo w/ f3.5 Synchro shutter...	63.75	49.50
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Automatic Rolleiflex, f3.5 ctd Xenar with De Luxe Eveready Case.....$	261.50	$219.00
Argoflex EM (All Metal), w/ case.....	72.90	.....
Uniflex I, w/ ctd lens, synchro.....	55.00	41.50
Uniflex II, w/ f4.5 ctd, synchro.....	75.00	57.50
Kodak Reflex, f3.5 ctd, synchro, case..	137.92	96.50
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Voightlander Foc, Brilliant f3.5, Compur	109.00	.....
*Ciroflex w/ f3.5 ctd Rapax shutter....	107.95	86.50
*Ciroflex w/ f3.5 ctd, Alphax shutter..	85.48	69.50

*Above units with Eveready case.

8mm Movie Cameras	New (Post Paid)	Like New
Bell & Howell Companion, f2.5 ctd lens.$	89.83	.....
Keystone K40 Magazine, f2.5 ctd lens..	116.50	.....
Keystone K40 Magazine, f1.9 ctd lens..	145.50	.....
Franklin Magazine, w/ f1.9 ctd lens...	139.50	.....
Keystone K 22, w/ f2.5 ctd lens.....	67.50	$54.50
Keystone K 8, w/ f3.5 ctd lens.....	49.50	.....
Revere 99 Turret, w/ f2.8 ctd lens....	110.00	86.50
Revere 88, w/ f2.5 ctd lens.....	77.50	58.00
Revere 70 Magazine, w/ f2.8 ctd lens..	127.50	97.50
Cine Kodak Model 8/25, w/ f2.7 ctd lens	64.17	54.50

16mm Movie Cameras	New (Post Paid)	Like New
Revere Magazine, w/ f2.5 ctd lens.....$	127.50	.....
Revere Magazine, w/ f1.9 ctd lens.....	155.00	.....
Keystone A 7, w/ f2.5 ctd lens.....	74.50	$58.00
Keystone A 7, w/ f1.9 ctd lens.....	107.50	.....
Cine Kodak Magazine, w/ f1.9 ctd & case	198.50	.....
Cinklox, w/ f2.5 ctd lens.....	76.15	57.50
Bell & Howell Auto Load, w/ f2.5 ctd..	186.67	.....
Bell & Howell 70 DA, w/ f1.9 Lumax..	307.17	.....
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Fodeco 750 watt, f1.6 lens, built-in case.$	89.50	$ 71.50
Keystone C 18, 300 watt, ctd lens.....	34.50	27.50
Keystone R 8, 500 watt, ctd lens.....	74.50	55.00
Keystone K 108, 750 watt, ctd f1.6 lens	138.50	99.50
Kodascope 8/33, 500 watt, ctd lens....	78.00	62.50
Revere Model 85, 500 watt, ctd lens...	120.00	84.50
De Jur 750 watt, ctd lens w/case.....	154.00	119.00
16mm Projectors		
Keystone K 160, 750 watt, ctd lens....$	119.50	$ 89.50
Kodascope 16/20, 750 w, cordomatic, case	245.00	182.00
Revere Sound Projector, complete.....	287.50	219.00
Natco, Lite Weight, Sound Projector...	298.50	225.00
Kodascope FS 10 N, Sound Projector...	500.00	349.00

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8mm WIDE ANGLE LENS NOW AVAILABLE

Doubles Your Field. Post Paid at..... **$47.55**
7mm f2.5 Elgeet coated for all 8mm cameras.

For Cine Kodak Model 60 Owners. Again Available. Telephoto Lens. **$42.75**
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FOR KODAK 35 RF, Bantam & Leica Owners. The DIAMOND Gadget Case.

- Holds the camera.
- Records Film Speed.
- Eveready Type Case.
- Holds Filters & Adptr.

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Bantam **$12.00**
Leica **$15.00**

NEW MODEL SLIDE PROJECTORS

For 35mm and 2¼x2¼ Camera Owners

Argus PA 300 watt. All Purpose 2x2 slide projector with case and Rotary slide carrier. Post Paid at..... **$75.00**

ViewLux, 2¼x2¼ slide projector, w f3/5 coated lens, carrier. Post Paid at..... **$49.75**

NEW ACCESSORIES FOR STILL CAMERA OWNERS

"Filter Safe." Plastic Retainer for 5 Filters and Adapter Ring. For Ser 5, $1.25; for Ser. 6..... **$1.40**

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STILL AND MOVIE CARRYING CASES FOR NEW MODEL CAMERAS MADE BY A RENOWNED LEATHER MANUFACTURER—ALL GENUINE LEATHER—PRECISION MADE WITH CARRYING CASE STRAP

MOVIE SHEATH FOR:	REG.	SPEC.
Revere 60 Mag .....$	11.00	$8.80
Revere 99 Turret.....	9.00	7.20
Revere 70 Mag.	7.50	6.00
EVEREADY FOR:		
Keystone K22 .....$	8.50	$6.75
Revere 70 Mag.	9.50	7.75
Revere 16 Mag.	11.00	8.80

STILL SHEATH FOR:	REG.	SPEC.
Clipper & Clipper Flash.....$	3.95	$3.20
Federal Flash	3.95	3.20
G.E. Meters	2.35	2.05
Weston Meters	2.00	1.60
EVEREADY FOR:		
Rediflex .....$	4.45	$3.69
Kodak Tourist	8.50	6.75
Duaflex	3.95	3.20
Roamer I, II, 63.....	7.50	5.95
Uniflex I, II.....	9.95	7.95

COMPARTMENT	REG.	SPEC.
SPORTSTER, COMPANION, REVERE 88, CINEMASTER 11.....$	14.00	$11.25
CINE KODAK 90 MAGAZINE, CINE KODAK 20, 25, and 60.....	12.00	9.85
KEYSTONE K8, K22.....	12.00	9.85

10% DEPOSIT REQUIRED ON C.O.D. ORDERS

Write Dept. P for your copy of "United News"—our listing of current specials, close-outs and latest information on photographic equipment. ALL CAMERAS SHIPPED POST PAID VIA INSURED MAIL TO ANY PART OF CONTINENTAL U.S.

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Takes brilliant pictures, yet...it's half the size of a pack of cigarettes!

You can own this "expensive" camera for only $16.50!

Just imagine . . . a tiny precision-made camera which is comparable in performance to most $50-$75 miniature cameras!

Consider these features:

- **Anastigmat color-corrected 20mm, f/4.5 UNA lens.**
- **Shutter: speeds B — 1/25, 1/50, 1/100.**
- **Between the lens cocking shutter.**
- **Direct vision optical view-finder.**
- **All parts milled, threaded and machined, as in highest priced cameras!**
- **Uses daylight loading roll film, 10 exposures, fine grain.**
- **Splendid enlargements up to 8x10.**
- **Unconditionally guaranteed.**
- **Chrome tripod, sun shade and filters available.**

A revolutionary new precision camera that takes brilliantly clear stills and sharp, unblurred action shots . . . yet so small it slips smoothly into your purse or pocket! Sturdy and solid, beautifully finished in chrome and leather. Comes with genuine leather Eveready case and strap!

Leading professional photographers were shown faultlessly clear photos taken with miracle "MYCRO"—saw enlargements that held the true pinpoint definition of the original shots. They were skeptical. So they all snapped their own pictures with MYCRO — and enlarged them in their own studios.*

Result? Unconditional praise—to a man—for this newest of all camera miracles!

* Names and addresses sent on request.

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DEALERS' INQUIRIES INVITED.

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4 East 43rd Street, N. Y. C.

CAMERA CLUBS

Book These Exchanges

If your club is able and willing to exchange print shows, be advised that the following organizations now are booking their traveling salons:

Photo Club of Jersey City, Al Chappe, print director, Department of Recreation #19, Jersey City, N. J.

Phoenix Camera Club, Glenn Dowdy, print director, 706 East Osborn Rd., Phoenix, Ariz.

Pictorial Photographers of America, Walter W. Jones, print director, 327 E. 18th St., Brooklyn 26, N. Y.

Ecorse Camera Club, Bill Van Idour, print director, 34 W. Cicotte St., River Rouge, Mich.

In each instance the print directors should be contacted by letter by your club secretary before any prints are sent out.

Club School Prepares Twelfth Annual Course

The twelfth annual series of educational courses offered by the *Boston Camera Club* will get off to a good start on the first Thursday in October, according to word just received from George W. Hollis, course director. Instructor for this season will be the competent Richard Cartwright, and his series of classes will cover a good variety of photographic subjects calculated to be of help to amateurs of all sorts.

In years gone by it has come to our attention that the *Boston* classes have been so edifying as to cause out-of-state people to fight their way through some difficult New England weather in order not to miss them. Anyone interested in this year's school can get complete details by writing to Mr. Hollis at 57 Whittier Rd., Wellesley Hills 82, Mass.

Orleans Salon Impressive

One hundred fifteen prints made up the *Orleans Camera Club's* annual exhibition, which was hung recently in the Isaac Delgado Museum of Art, New Orleans, La. A considerable number of visitors stopped in to view the display, which was largely the work of club members and was entirely amateur in nature. A very well executed salon catalog was put out for the occasion and the event was honored by the inclusion of a guest display of Wood Whitesell's work.

Hoosier Invitational Salon Being Resumed This Year

A truly outstanding collection of prints is sure to be hung when the judges complete their evaluation of entries for this year's Indianapolis Invitational Salon, sponsored by *Indianapolis Camera Club*. Several of the nation's leading clubs are being invited to enter sets of 16 prints each, only two of which can be the work of any individual. The club receiving the highest total of points will become the permanent possessor of the Warren H. Munk Memorial Trophy. Acceptances of the invitation thus far have been received from *Photographic Society of San Francisco, Photographic Society of Philadelphia, Photographic Guild of Detroit, Elkhart Camera Club, Oklahoma City Camera Club, Pittsburgh Academy of Science and Art Photographic Section, Boston Camera Club, Cleveland Photographic Society, Fort Dearborn Camera Club, Chicago Camera Club*, and *St. Louis Camera Club*. The show will be hung during October, at the John Herron Art Museum, Indianapolis, Ind.

We Hear . . .

THAT the annual fall exhibition of *Hypo Hounds Photographic Club* will be hung in the International Room of the West Side Y.M.C.A., at 5 W. 63rd St., New York 23. Judging will be done by the general public and a picked jury.

Small-town clubs are urged to write to *Palo Verde Camera Club*, Box 572, Blythe, Calif. While its first year of existence has proven fruitful, this club nevertheless wants to exchange ideas with similar organizations which are located in small communities. Go ahead and write 'em, will you? Might get a few ideas yourselves.

Having struggled to get together a few prints for exhibition in the Yolo County (Calif.) Fair in 1941, *Woodland Camera Forum* has grown in stature and reputation to the point where this year's fair will see Woodland playing a really prominent part in things. They'll have 100 historical prints on display in two booths, and they've taken two additional booths for the hanging of work submitted by other California photographers.

The eleventh anniversary program of *La Casa Movie Club of Alhambra* (Calif.) took place this summer. Our congratulations.

We can't handle the Portuguese very capably, but we still can get a lot out of the "Boletim" (bulletin, to you) which reaches us regularly from *Foto-Cine Clube Bandeirante* in Sao Paulo, Brazil. A recent issue had what must have been a very fine article on the subject of rhythm in composition, illustrated with simple diagrams which get the idea across in any language.

Having been active for several years, *Boeing Camera Club* (Seattle) has joined the *Washington Council of Camera Clubs*. Boeing is composed of employees of the Seattle and Renton aircraft factories.

Found: A new and sure-fire way of getting reticulation. You develop a batch of negatives early on a summer evening, then put them carefully to wash in tempered running water. Then you go out and turn a couple of sprinklers on the parched lawn, using up cold water and making your wash water run warmer than you'd planned on. Then you order one of the kids to get into a warm bath. He really fills the tub, which runs the hot water supply down to lukewarm, making the wash water run colder than you'd planned on.

Result: Portrait negatives with texture screens built in.—*Whit Hillyer.*

The Brand New . . .

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The easiest-to-use, simplest automatic enlarger ever built. One hand (precisely) controlled image size. Simply move handle to focus instantly to any size up to 24" x 30". Make exact prints fast. Oversize (3" in dia.) column extra heavy baseboard for extreme rigidity. Factory set and darkroom tested. Precision made of finest materials.

Automatic cooling lamphouse.

One hand fingertip operation. Pressure up or down releases lock and controls image size. Automatic self locking in any position.

Oversize hand wheel regulates visible pointer on easel compensation scale.

Completely counter balanced head allows effortless "instant response" operation. Fingertip pressure on control lever gives easy adjustment for any size. Simple release, firm lock.

The non-actinic* red metal baseboard top (24" x 32") increases working room and facilitates use of easel. Switch built into front of baseboard.

*Patented.

Equipped with 135 mm F:4.5 Kodak PROJECTION ANASTIGMAT COATED LENS, 4" x 5" NEGATIVE CARRIER.

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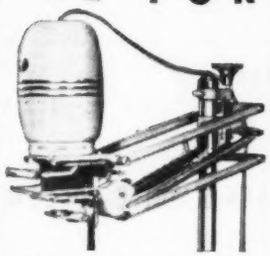
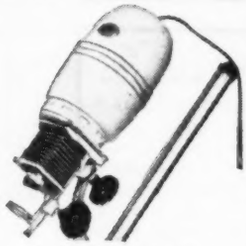


SOLAR Auto-Focus

For 2½" x 3¼" and smaller negatives. Fully automatic focusing. Condenser optical system. Including F:4.5 3½" coated Wollensak lens, complete..... **$139.50**

Ex. Tax, $23.86

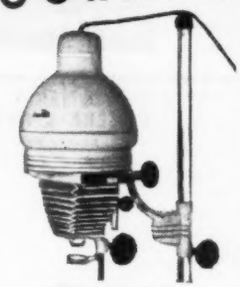


SOLAR 120

For 2¼" x 3¼" and smaller negatives. America's outstanding enlarger value at only..... **$55.00**

Ex. Tax, $9.18

Factory tested lens 3½" F:4.5 Ilex Paragon coated $23.75.

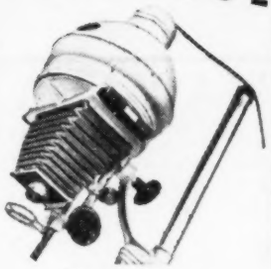


SOLAR 57

5" x 7" and smaller negatives. The finest diffusion type enlarger. Extensively used in studios throughout the nation. Retail price..... **$72.50**

Ex. Tax, $12.09

Factory tested lens 6½" F:4.5 Ilex Paragon $52.45.



SOLAR 45C

For 4" x 5". Precision built. Ideal for studios, finishing plants or amateur use. Retail price... **$119.50**

Ex. Tax, $19.92

Factory tested lens 5½" F:4.5 Solar anastigmat $49.80.

Ciro-flex

Print-Size Pre-View of every Picture you Take

America's finest Reflex, 2¼" x 2¼". Automatic parallax correction, built-in magnifier and sportsfinder. All steel welded case, flash and tripod fittings.

MODEL B Alphax, from 1/10 sec. to 1/200 sec.	$ 76.48
MODEL C Rapax, from 1 sec. to 1/400 sec.	99.45
MODEL D Alfax Sync., from 1/10 sec. to 1/200 sec.	83.50
MODEL E Rapax Sync., from 1 sec. to 1/400 sec.	113.70
Solid Cowhide Plush Lined Ever-ready Case	8.50

TO MAKE YOUR SOLAR MORE COMPLETE

SOLAR CAMERA BACK — Has four-sided hood and ground-glass focusing panel. 2¼" x 3¼", $11.50. Ex. Tax, $1.92. 4" x 5" - 5" x 7", $15.95. Ex. Tax, $2.66.

SOLAR COPY STAND—Provides every adjustment for copying with your camera. Large base-board and column included. $24.50. Ex. Tax, $4.08.

SOLAR MICROSCOPE ADAPTER—Fits 1" ocular, complete with self-cocking shutter (speeds 1/25 to 1/100 sec. T & B) mounted for Solar. $24.50. Ex. Tax, $4.08.

SOLAR COPY BRACKET—Identical to Copy Stand above minus column, and base board. Fits all current Solar models. $14.50. Ex. Tax, $2.42.

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3.—Deduct the trade-in allowance price from the Brand New or Like New Price.

4.—Then rush us your equipment plus your remittance, or C.O.D. instructions for the balance due. MINIFILM will immediately forward the equipment you desire!—Of course your selection is insured, because our 10 day FREE trial period, Full Refund terms, one year full guarantee, is always in effect at **MINIFILM!**

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Spartus 35mm, F7.7 lens...	$ 12.50	$ 8.50	$ 6.50
Flash Micro 16 Camera, case.	22.90	16.50	11.00
Univ. Mercury I, F3.5	.....	24.00	15.00
Argus A2, F4.5, case	37.58	21.50	18.00
Perfex 101, cpld, rfdr, F4.5 ctd	39.99	29.50	24.00
Bolsey 35 cpld, rfdr, F3.2 ctd	50.63	39.50	35.00
Kodak "35" ctd, F4.5 Synchro Shut.	57.72	42.50	37.00
Argus 21, Marksfinder, F3.5 ctd	58.08	43.00	38.00
Mercury II, F2.7 ctd lens	72.50	39.50	31.00
Argus C3, F3.5 ctd, Flash, cc	74.71	49.50	42.00
Vokar II, cpld, rfdr, F2.8 ctd	76.00	62.00	38.00
Kodak "35" w/rfdr F3.5 ctd.	86.58	65.00	55.00
Retina I, F3.5 Ektar lens, cc.	89.00	54.00	45.00
Zeiss Ikonta 35, F3.5	93.98	72.00	58.00
Praktiflex, F2.9 Victar, cc.	95.00	75.00	65.00
Perfex, Deluxe, cpld, F2.8 ctd, cc	99.50	68.00	55.00
Clarus, cpld, rfdr, F2.8 ctd.	116.25	84.00	70.00
Kine Exacta F2.8 Tessar, cc.	254.00	215.00	160.00
Kardon 35mm ctd, F2 Ektar.	306.25	250.00	165.00

ROLL FILM CAMERAS

	New 10% Down	Like New	Trade-in Allowance Value
620 Kodak Vigilant Kodet lens	$ 20.20	$ 15.00	$ 11.50
120 Univ. Roamer I, Folding	29.75	22.00	17.50
120 Univ. Roamer II, F4.5 Folding	48.00	35.00	31.00
620 Kodak Vigilant, F6.3 ctd	42.14	33.50	25.00
620 Kodak Vigilant, F4.5 ctd	61.18	46.50	35.00
120 Monte Carlo F4.5	48.00	36.00	27.00
120 Monte Carlo F3.5 Mini.	59.75	44.00	35.00
120 Monte Carlo F3.5 Special	63.75	47.00	37.50
Zeiss Ikonta B, F4.5, cc	81.90	54.50	44.00
Zeiss Ikonta B, F3.5 Tessar, cc	90.90	68.00	48.00
Super Ikonta A, F3.5 Tessar, cc	185.00	135.00	100.00
Super Ikonta B, F2.8 Tessar cc	264.00	185.00	150.00
Super Ikonta BX, F2.8 Tessar, cc	330.00	232.00	200.00
Medalist I, F3.5 Ektar, ctd.	155.00	125.00	125.00
Medalist II, F3.5 Ektar, ctd.	312.50	244.00	200.00

LEICA, CONTAX LENSES & ACCESS.

	New 10% Down	Like New	Trade-in Allowance Value
Leica Manual 1948	$ 4.20		
Leitz Filter for Summar	5.20	$ 3.50	$ 2.00
Gen. Leica Eveready Case	12.30	8.00	5.00
Leitz Eldia Positive Printer.	37.50	28.00	19.00
Leica Polaroid Filter	31.92	22.00	15.00
Speed-o Copy for Leica or Contax	38.50	28.75	20.00
Leitz Sliding copying attach.	44.27	33.50	.....
Leitz Image Erecting Finder.	87.50	52.50	40.00
Leitz Nooky attach.	70.10	55.00	42.00
Leitz Leica Motor	.....	84.00	55.00
28mm F6.3 Hektor lens, Leica	.....	110.00	80.00
35mm F3.5 Elmar lens, Leica	123.20	87.00	70.00
50mm F3.5 Elmar lens	98.00	59.00	35.00
50mm F2 Summar	128.00	83.00	70.00
50mm F2 Summitar, ctd.	225.00	148.00	125.00
5 cm F1.5 T ctd Sonnar for Leica	.....	179.00	125.00
90mm F4 Elmar Tele, ctd.	155.40	110.00	90.00
90mm F4 Elmar Tele lens	.....	85.00	65.00
135mm Hektor F4.5 Tele	236.00	118.00	95.00
28mm Zeiss Tessar, F8 Contax	....	125.00	100.00
35mm Zeiss Biogon, F2.8 Contax	....	229.00	165.00
85mm Zeiss Triotar, F4 Contax	.....	143.00	110.00
85mm Zeiss Sonnar, F2 Contax	.....	249.00	180.00
135mm Zeiss Sonnar, F4 Contax	.....	180.00	130.00
50mm Sonnar, F2 Contax	.....	69.00	55.00
50mm Sonnar, F1.5 Contax	.....	125.00	105.00
50mm Sonnar, T ctd F4.5	.....	165.00	128.00

35mm Ansco Color Reloads
20 Exp.....5 for 4.90
36 Exp.....3 for 4.90

LEICA, CONTAX CAMERAS

	New 10% Down	Like New	Trade-in Allowance Value
Leica A, F3.5 Elmar	.....	$ 58.00	$ 45.00
Leica Standard, F3.5 Elmar.	.....	75.00	60.00
Leica Russian, cpld, F3.5 cc	.....	69.00	48.00
Leica D, cpld, F3.5 Elmar, cc	.....	132.00	105.00
Leica III, cpld, F3.5 Elmar, cc	.....	165.00	130.00
Leica III, cpld, F2 Summar, cc	.....	195.00	160.00
Leica III A, F3.5 Elmar, cc.	.....	175.00	140.00
Leica III A, F2 Summar, cc	.....	210.00	175.00
Leica III A, F2 Summar, ctd. cc.	.....	235.00	190.00
Leica III B, F2 Summar, ctd, cc	.....	265.00	210.00
Leica III C, F3.5 Elmar, cc.	332.50	215.00	175.00
Leica III C, F2 Summitar, ctd, cc	448.00	298.00	230.00
Leica III C, F1.5 Xenon ctd, cc	.....	297.00	275.00
	Unctd.	Coated	Unctd.
Contax I, F2.8 Tessar, cc.	$128.00	$155.00	$ 95.00
Contax I, F2 Sonnar, cc	155.00	179.00	115.00
Contax II, F2 Sonnar, cc	238.00	269.00	190.00
Contax II, F1.5 Sonnar, cc	289.00	315.00	225.00
Contax III, Fa Sonnar, cc	268.00	298.00	210.00
Contax III, F1.5 Sonnar, cc	295.00	345.00	235.00

MINI REFLEX

	New 10% Down	Like New	Trade-in Allowance Value
Kodak Dualflex Reflex	$ 13.49	$ 11.50	$ 7.50
Kodak Brownie Reflex, Flash	13.52	9.75	8.00
Ansco Rediflex, F11 lens	14.70	10.25	8.75
Uniflex I, ctd, F5.6 lens	48.00	36.00	28.00
Argoflex, F4.5 ctd, cc	69.63	55.00	45.00
Uniflex II, F4.5 ctd	75.00	58.00	45.00
Ciroflex, F3.5 ctd, Alphax, cc	85.48	64.00	52.00
Ciroflex, F3.5 ctd, Rapax, cc.	107.15	84.00	71.00
Ikoflex I, F3.5 Novar, cc	126.00	105.00	85.00
Rolleicord 11A, F3.5 Triotar, cc.	165.00	132.00	105.00
Stand. Rollei, F3.8 Tessar, cc.	.....	139.50	100.00
Auto. Rolleiflex, F3.5 Xenon, cc.	261.00	215.00	180.00
Auto Rolleiflex, F3.5 Tessar, ctd. and case	291.00	235.00	200.00
Ansco Reflex, F3.5 ctd	262.50	210.00	170.00
2¼x3¼ Graflex RB, F4.5 ctd.	157.50	120.00	100.00

8MM & 16MM CAMERA & PROJ.

	New 10% Down	Like New	Trade-in Allowance Value
8mm Keystone K8, F3.5 lens	$ 39.50	$ 28.00	$ 20.00
8mm Keystone K8, F2.5 lens	48.00	36.00	28.00
8mm Cine Kodak 20, F3.5 lens	.....	37.00	25.00
8mm Cine Kodak 8-25, F2.7 ctd	64.17	44.00	36.00
8mm Cinemaster, F-3.5 lens	$1.90	36.50	25.00
8mm Cinemaster, F-1.9 lens	96.75	68.00	52.00
8mm Revere 88, F2.5 ctd.	77.50	57.50	45.00
8mm Revere 99, turret, F2.8 ctd	110.00	69.50	58.00
8mm Revere 70, Mag., F2.8 ctd	127.50	95.00	75.00
8mm Revere 60, turret, F2.8 Mag.	152.50	115.00	95.00
8mm B & H Sportster,			
8mm Bolex LB, Yvar F2.8	139.48	99.50	78.00
F2.8 ctd.	102.61	75.00	60.00
8mm Cine Kodak Mag. F1.9 ctd Compartment case	169.33	125.00	100.00
8mm B & H Auto 8 turret, Mag. 1/2" F1.9 ctd, 1 1/2" F3.5 ctd	296.22	.....	170.00
16mm B & H 70, F3.5, cc.	.....	65.00	45.00
16mm Cinklox, F2.5 ctd.	76.15	53.00	40.00
16mm Keystone A7, F2.5 ctd	74.50	55.00	35.00
16mm Revere Mag. F2.5 ctd.	127.50	.....	75.00
16mm Revere Mag., F1.9 ctd.	155.00	.....	95.00
16mm Keystone K160 750 W	119.50	95.00	75.00
16mm Ampro Imperial, 750 W	276.00	208.00	150.00
16mm B & H Diplomat, 750 W	273.30	215.00	175.00
16mm Kodascope 16-10 750 W	119.50	95.00	75.00
16mm Apollo Sound Proj. 500 W	129.50	.....	80.00
16mm Revere Sound Proj., 750 W	287.50	.....	170.00

8MM & 16MM CAMERA & PROJ.

	New 10% Down	Like New	Trade-in Allowance Value
16mm Revere Mag., turret, F2.5	$152.50	$.....	$110.00
16mm Cine Kodak Mag., F1.9 ctd. cc	198.00	148.00	115.00
16mm B & H Autoload Mag., F1.9	214.08	.....	120.00
16mm B & H 70 D turret, F1.5	.....	245.00	185.00
16mm B & H 70 DA turret, F1.9	307.17	255.00	210.00
16mm Bolex H16, turret, FC	282.50	215.00	160.00
16mm Bolex H16, turret, FC 1"—F1.4 Switer	466.25	375.00	290.00
16mm Cine Special Camera w/F1.9 lens, 2 add'l lenses, access	.....	675.00	550.00
16mm Cine Special F1.9 lens	586.67	485.00	400.00
16mm Victor 4 turret, F1.5 ctd.	215.00	165.00	125.00
17mm Woll. W. A. lens F2.5 ctd	39.50	32.00	20.00
25mm Woll. lens F1.5 ctd.	52.00	41.00	30.00
8mm Keystone R8, 500 w. Proj.	74.50	56.00	42.00
8mm Revere Deluxe, 500 w. Proj.	120.00	94.00	75.00
8mm Ampro A 8, 750 w. Proj.	168.00	125.00	100.00
8mm Keystone K108, 750 W	138.50	110.00	90.00
8mm De Jur 750, 750 W, cc	139.50	110.00	90.00
8mm De Jur, 1000, 750 W, cc	174.00	125.00	100.00
8mm B & H Master 400, 750 W, cc	187.50	140.00	120.00
16mm Natco Sound Proj., 750 W	299.00	225.00	180.00
16mm Victor Lite-weight, 750 W	385.00	310.00	250.00
16mm Ampro Premier 20, 750 W	540.00	440.00	350.00
16mm Ampro Century S, 750 W	395.00	320.00	250.00
16mm B & H 179 Sound, 750 W	579.00	450.00	350.00

CUT FILM AND PACK

2¼ x 3¼ Panatomic X, cut, O.D.	2 doz.	$ .78
4 x 5 Panatomic X, cut film O.D.	2 doz.	.98
5 x 7 Panatomic X, cut film O.D.	2 doz.	1.76
2¼ x 3¼ Plus X Filmpack O.D.		.98
4 x 5 Plus X Filmpack O.D.		1.10
4 x 5 Super XX Cut Film O.D.	2 doz.	1.49

SALE! BLACK & WHITE ROLL FILM!

A fine grain roll film with wide latitude. Use it indoors or outdoors. Panchromatic sensitive to all colors.

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Vest Pocket Size 127	8 for $1.00
120 and 620	6 for 1.00
116 and 616	5 for 1.00
Kodak 16mm Mag. Super X, O.D. guaranteed, incl. processing	2.75
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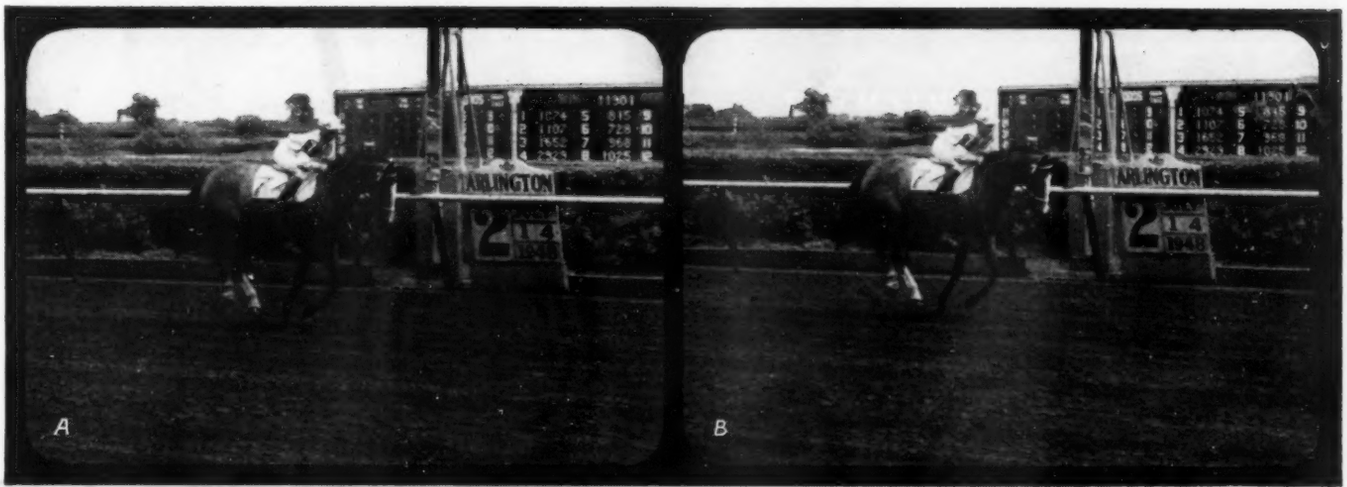
1190 AVENUE OF THE AMERICAS, N. Y. C.

The most daring camera comparison test ever made!

Can you tell

Which picture was taken with a CLARUS?



The two pictures shown above are *unretouched* photographs made under *identical conditions with two different cameras. One was taken with a famous imported $400 camera. The other was made with a *regular stock* CLARUS camera that you can buy for $116.25. Can you tell which picture is which?** Leading photographic experts couldn't detect the difference.**

FEATURES	IMPORTED $400 CAMERA	CLARUS
Built-in Coupled-Rangefinder	✓	✓
Focal Plane Shutter	✓	✓
Shutter speed to 1/1000 Sec.	✓	✓
Up to 36 Exposures on 1 Roll of Film	✓	✓
Compact, Lightweight	✓	✓
Double Exposure Safeguard	✓	✓
All Controls on Top of Camera for Easy Operation		✓
Interchangeable Lenses	✓	✓
All-climate Shutter		✓
Precision Machined	✓	✓
Positive Flash Synchronization		✓
Built-in Flash Synchronizer		✓
Hinged Back for Easier, Faster Loading		✓

The Feature Comparison Chart shows you—feature for feature—why CLARUS performance can match that of fine imported cameras.

Only the makers of America's finest 35mm camera could dare to risk such a comparison.

The CLARUS is designed and priced for those candid camera fans of *moderate means* whose skill and interests have developed beyond the scope of ordinary cameras. It gives you Syncro-Loc focusing . . . a precision-action focal plane shutter . . . coupled split image range finder . . . interchangeable lenses . . . speeds from bulb to 1/1000th second . . . built-in synchronization—positive at all speeds . . . coated lens for sparkling true-to-life color . . . and other features found only on costlier cameras. And CLARUS gives you these features *plus* assured accuracy, operating ease and dependability under *all* climatic conditions. See the remarkable CLARUS at leading photo supply stores anywhere. Or write for name of nearest CLARUS dealer.

*The CLARUS Performance Comparison Test was made by Arthur E. Haug, eminent free lance photographer for leading national publications and air lines . . . author of current pictorial best seller, *Chicago*. For complete details of this amazing test, write for free booklet, *Candid Camera Thrills with CLARUS.*

***Picture on right was taken with CLARUS, Model MS-35.*

Clarus with coated F/2.8 Wollensak Velostigmat lens.
List Price **$116.25**
Tax Included

Clarus with coated F/2. Wollensak Raptar lens with click stops.
List Price **$168.50**
Tax Included

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Argus A-2, F4.5 Ctd.	$32.08
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Kodak, F4.5 Ctd.	57.72
Kodak, F3.5 Ctd. Rangefinder	86.58
Perfex, 101, F4.5 Ctd. Rangefinder	39.99

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Kodak Medalist II F3.5 Ctd. Case	$312.50
Kodak Tourist F4.5	71.00
Kodak Vigilant 620, F6.3 Ctd.	42.14
Kodak Vigilant 620 Jr.	20.20

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Ciroflex, F3.5 Ctd.	76.98
Kodak Reflex, F3.5 Ctd., Case	137.92

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Ansco Panda, 127 Reflex	$ 4.89
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Ansco 616 Pioneer	9.78
Ansco Flash Clipper	14.41
Ansco Sure Shot Box Camera	5.18
Baby Brownie Special	2.89
Kodak Brownie Reflex	8.67
Kodak Duaflex	13.49

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Keystone R8	74.50
Kodak 8-33	77.12
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16mm SILENT PROJECTORS

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Natco, Case	298.50
Revere, Case	287.50

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B&H Sportster, F2.5 Ctd.	102.61
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Kodak Magazine, F1.9 Ctd.	145.83
Revere Magazine, F2.8 Ctd.	127.50
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Revere "88", F2.5	77.50
Revere "99" Turret, F2.8	110.00

16mm MOVIE CAMERAS

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B&H Automaster Turret, F2.5 Ctd.	305.08
Keystone A7, F2.5 Ctd.	74.50
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Argus C-3, Flash, Case	53.90
Kodak Flash Bantam, Ctd. F4.5	43.50

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Cinemaster F2.5	38.75
Cinemaster F1.9	49.00
Keystone F2.5	38.75
Keystone F1.9	49.00

16mm MOVIE CAMERAS

Cinclox F2.5	$49.50
Keystone F2.5	59.00

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Hugo Meyer Pocket Rangefinder	$ 6.95
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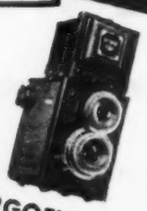

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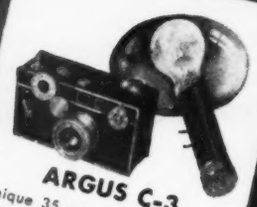

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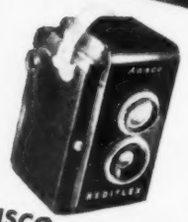

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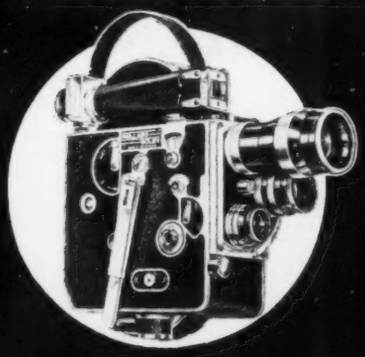

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The world's finest movie camera! Exclusive features: Critical visual focusing, automatic threading, rewinding mechanism, built-in frame counter, and many other superior advantages. $282.50 *Complete, Without Lenses* (Tax included)

Bolex H-8mm is identical to the H-16mm illustrated above in features and price, taking however, 8mm film.

AVAILABLE LENSES FOR BOLEX H-16

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Switar 25mm (Normal) F1.4	$183.75
Yvar 25mm (Normal) F2.5	$ 68.25
Yvar 15mm (Wide Angle) F2.8	$ 78.75
Yvar 75mm (Telephoto) F2.5	$128.34

EASTMAN KODAK

Kodak Cine Ektar 25mm (Normal) F1.4	$243.25
Kodak 25mm (Normal) F1.9	$ 64.17
Kodak 15mm (Wide Angle) F2.7	$ 72.08
Kodak 50mm (Telephoto) F1.6	$117.58
Kodak 63mm (Telephoto) F2.7	$ 82.58
Kodak 102mm (Telephoto) F2.7	$103.00
Kodak 152mm (Telephoto) F4.5	$115.25

WOLLENSAK CINE RAPTAR

Wollensak 25mm (Normal) F1.5	$ 92.75
Wollensak 25mm (Normal) F1.9	$ 61.25
Wollensak 17mm (Wide Angle) F2.7	$ 55.42
Wollensak 101mm (Telephoto) F4.5	$ 70.00
Wollensak 75mm (Telephoto) F4	$ 66.50
Wollensak 152mm (Telephoto) F4.5	$ 96.25

ELGEET

Elgeet 75mm (Telephoto) F2.9	$ 64.30

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Bolex De Luxe Carrying Case for H-8 or H-16	$ 45.00
Bolex H-8 or H-16 Cable Release	$ 11.67
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Kodak 8mm Editor Kit Complete	$ 85.00
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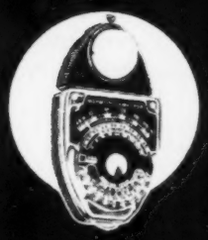

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AVAILABLE LENSES FOR BOLEX H-8

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Yvar 25mm (Telephoto) F2.5	$ 68.25
Yvar 37½mm (Telephoto) F2.8	$ 89.54

EASTMAN KODAK

Kodak 38mm (Telephoto) F2.5	$ 63.33
Kodak 50mm (Telephoto) F3.5	$ 62.17
Kodak 50mm (Telephoto) F1.6	$117.58

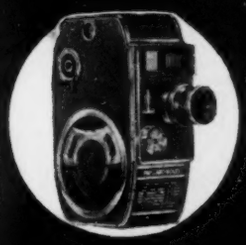
WOLLENSAK CINE RAPTAR

Wollensak 13mm (Normal) F1.9	$ 55.42
Wollensak 25mm (Telephoto) F1.9	$ 63.20
Wollensak 38mm (Telephoto) F3.5	$ 55.42

ELGEET

Elgeet 7mm (Wide Angle) F2.5	$ 47.55
Elgeet 13mm (Normal) F1.9	$ 36.10
Elgeet 38mm (Telephoto) F3.5	$ 28.80
Elgeet 38mm (Telephoto) F2.5	$ 56.60
Elgeet 51mm (Telephoto) F3.5	$ 36.90

BOLEX L-8 MOVIE CAMERA



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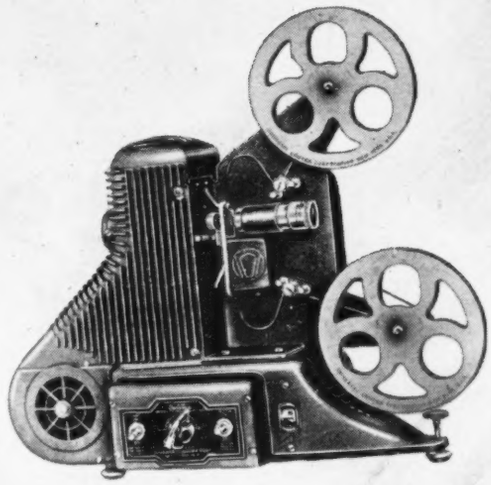

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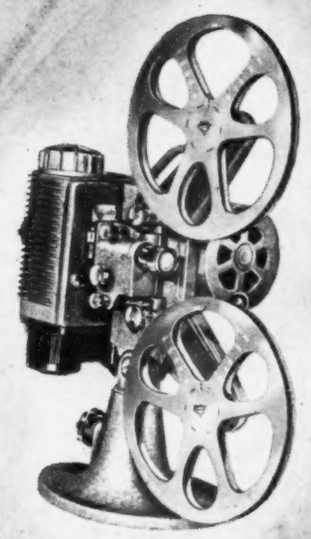

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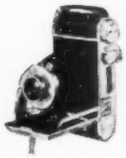

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Weimet Color Film is backed by one of America's outstanding photographic firms, the Weimet Film Company. It is the result of the most critical laboratory research. It is a super-tone color film that reproduces color in its natural, life-like beauty. Now, anyone, even with the simplest camera, can take full-color pictures rich with nature's hues, under almost any lighting condition.

Just Imagine This!

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- Weimet Color Film is brilliant.....bright, snappy pictures are yours
- Weimet Color Film is colorful.....blue skies, red lips, pearly teeth
- Weimet Color Film is gorgeous.....transparencies of unusual quality
- Weimet Color Film for prints.....so rich, so beautiful, so satisfying
- Weimet Color Film for projection.....life like . . . color-true

Only Weimet Has No. 1-27 Color Film

If your camera takes No. 1-27 film you've been denied the pleasure of color film, because you couldn't get it. BUT, not anymore! Weimet has No. 1-27 color film. And only Weimet alone has it! Now take color pictures to your heart's content. Order a good supply. . . and make sure you'll have a roll on hand when you want it.

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Sit down RIGHT NOW and order your *Weimet Color Film*. Order one roll or as many rolls as you like. Take your choice of No. 1-27, No. 1-20 or No. 6-20. After you've received your film, put it in your camera, and shoot away. Then send us the roll, and we'll process it WITHOUT CHARGE in our laboratory. We'll rush the brilliant transparencies back to you, and will include one full-color print of your favorite transparency AT NO ADDITIONAL COST to you. This offer applies to every roll of film you buy.

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No. 1-20.....38c roll
No. 6-20.....38c roll
No. 1-16.....45c roll
No. 6-16.....45c roll

WEIMET
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Make movies that will thrill you —with Weimet Green Seal Movie Film. It fits perfectly into any movie camera. It's fast — even with low priced 8mm and 16mm cameras, the ones with slow lenses, it performs to your good satisfaction. Try it. You'll like it.

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16mm 100 ft. . . . 6.50
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Telephoto Coated Lens for 16 mm. Cameras

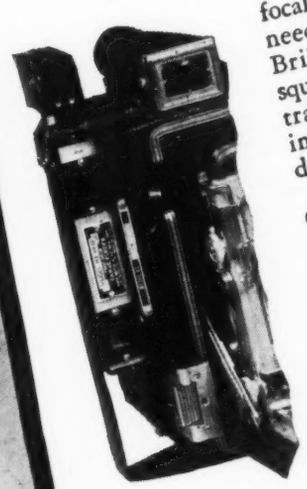
Produces sparkling movies in color or black-and-white. Gives a flat field of exceptional definition and sharpness. The image is brilliant, clean-cut and contrasting. Corrected for astigmatism, color and spherical aberration. Can also be adapted for 8 mm. cameras.

MEYER 1½" f/2.9 TRIOPLAN

Telephoto Coated Lens for 8 mm. Cameras

Possessing all the picture-taking qualities of the *Meyer* 3" Trioplan, the 1½" Trioplan Telephoto coated Lens is one of the finest lenses you can buy for your 8 mm. camera.

Hugo Meyer Press Model Cam-Coupled Range Finder



Easily adjustable for any focal length lens. Gives needle-sharp negatives. Brilliant superimposed square image against contrasting shade of main image, simplifies range determination. **$38.50** *incl. tax*

Can be installed on Pacemaker line of Graphic cameras as well as on domestic Press type and foreign film Pack cameras.

FOCALITE – for use with Hugo Meyer Cam-Coupled Range Finder for easy range finding under adverse light conditions. **$15.00** *incl. tax*

Hugo Meyer Pocket Range Finder

Can be used indoors or outdoors on any camera (still or motion picture) that has a distance scale of any kind. Can be held in the hand or mounted on your camera. Obtainable with scale calibrated in meters on request.

$10.50 with Leather Case *incl. tax*

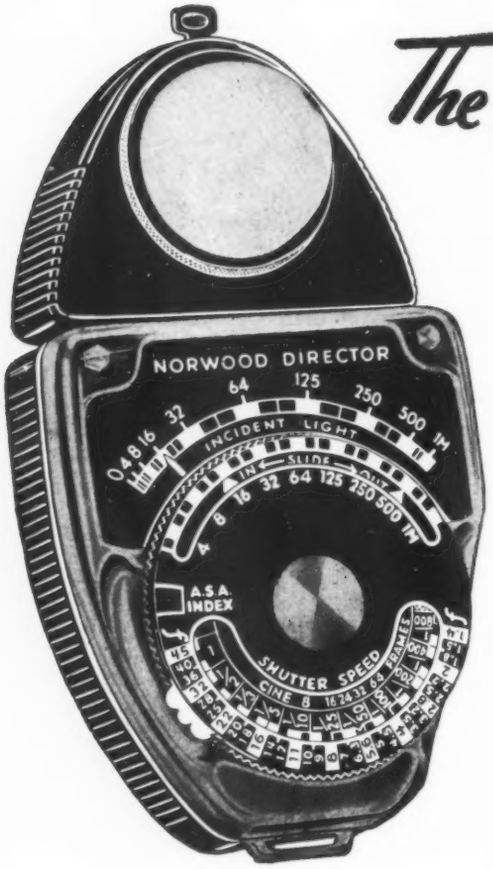
Meyer

HUGO MEYER & CO., INC. 39 WEST 60th Street, New York 23, N. Y.

Nothing else like it—

THE ORIGINAL AND ONLY TRUE INCIDENT LIGHT EXPOSURE METER

The NORWOOD *Director*



SOMETHING NEW UNDER THE SUN!

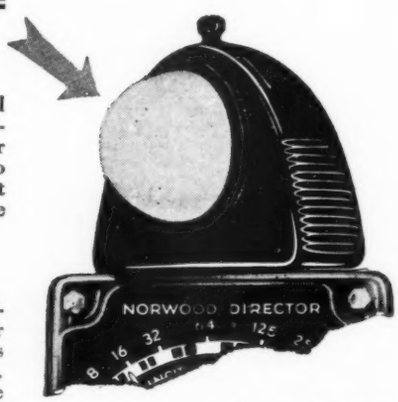
After a generation of determining exposure by reflected light readings, the NORWOOD DIRECTOR, *incident light* exposure meter was developed. Tens of thousands of photographers, professional and amateur, at once recognized the merit of a photoelectric meter designed especially to measure all of the light falling upon the camera side of the subject, i.e., the *incident* light. Here was something new—scientifically correct, and practically infallible in determining the one best shutter and diaphragm combination for every shot. Therein lies the secret of the tremendous success and great demand for the NORWOOD DIRECTOR!

THE METER WITH THE PATENTED PHOTOSPHERE*

Only the Norwood Director is equipped with the amazing Photosphere—the 3-dimensional light collector and integrator which gathers and distributes directly to the photoelectric cell all of the incident light illuminating the camera side of the subject.

SWIVEL-HEAD

The Photosphere, mounted in a swivel-head, permits turning in any direction for light gathering and leaves the dial always facing the photographer for quick readings. This is also an exclusive feature of the Norwood Director.



*REG. U. S. PAT. OFF.

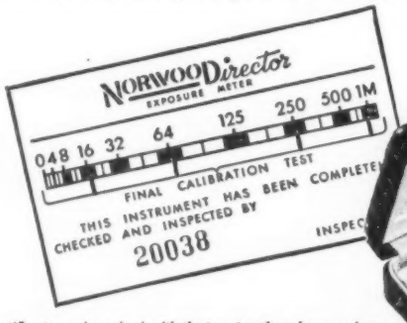
ACCURACY—Tests have proven the superiority of the incident light method of determining exposure; thousands of owners have written unsolicited testimonials as to the accuracy of the Norwood Director. Make the Norwood Director, the finest of all exposure meters, a companion to your camera and you will produce prints of which you will be mighty proud.

CONSISTENCY—Whether your shots are made indoors or outdoors, closeups or landscapes—regardless of a great variation in shutter speeds and diaphragm stops used—your black and white negatives and kodachrome transparencies, made at the direction of the NORWOOD, will have a consistent density.

The NORWOOD DIRECTOR was designed primarily to measure incident light; it is the only true incident light exposure meter.

CALIBRATION CERTIFICATE

The Norwood Director is a precise instrument manufactured to close tolerances, and referenced to the internationally known standard—the foot candle. Calibration is made in reference to lights supplied by Bureau of Standards and other nationally known laboratories. Every Norwood Director is given a final, four point calibration check and the performance of the meter is recorded on a certificate and packed with that meter, thereby assuring the purchaser of the accuracy of his instrument when it left the factory.



COMPLETE with steel case, neck cord, Instruction Manual, ASA Indexes, Registration-Guarantee Card, and Calibration Certificate.

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Voigtlander 35mm VITO Camera

Easy to carry, easy to use. This camera is so small that it will take up little space in the pocket or handbag. Uses standard 35mm cartridges of black and white or color film. It has a hinged back for easy loading. Other features include accurate optical direct view finder, double exposure prevention device and bar type external shutter release. Unusual to find such exceptionally painstaking precision workmanship in such a miniature camera. The corners are rounded and all exposed metal parts are finished in chrome to enhance the VITO'S beauty.

With Skopar f3.5 lens in Prontor shutter speeds from 1 sec. to 1/200. Built-in self-timer . . . Built-in flash Synchronization. **$69.00**

With Skopar f3.5 lens in Compur Rapid shutter speeds from 1 sec. to 1/500. **$80.50**

Eveready Case.....$6.75

Generations of fine camera-making stand behind every Voigtlander camera. For 191 years this famous firm has been building a reputation on fine workmanship and quality! Today it is recognized as one of the leaders in the field and has earned the confidence and respect of photographers the world over.

Voigtlander BESSA Roll Film Camera

2¼" x 3¼"

This is a flat, handsome and very sturdy folding type of camera! It is called the Bessa, and is ready to use instantly. In place of the usual type of shutter release it has an easy to handle, practical "Trigger release" on the baseboard. The film is held perfectly flat by a spring pressure plate.

The Bessa can take large or small pictures. Without the mask in position, 8 large 2¼" x 3¼" negatives can be taken and with the mask inserted, 16 small 1⅝" x 2¼" negatives can be taken. A life-time camera by every standard!

With Skopar f3.5 lens in Prontor shutter speeds from 1 sec. to 1/200. Built-in Flash Synchronization. **$69.00**

Eveready Case.....$8.50

Voigtlander BABY BESSA Camera

2¼" x 2¼"

You'd never guess that this miniature camera could produce full-sized pictures! A miracle of precision workmanship, it combines maximum speed of operation with positive results! Its convenient trigger release enables you to shoot at lightning speed without fear of blurred pictures.

Other noteworthy features include: positive pressure plate, windows protected for pan film, depth-of-focus indicator, accommodates all types of 120 or 620 spools. Beautiful appearance. Satin chrome finish on all metal parts.

With Skopar f3.5 lens in Compur Rapid shutter speeds from 1 sec. to 1/500. ..... **$80.50**

Eveready Case.....$7.50

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CANDID SHOTS

by the Editor

SIX more lucky contestants in the 1948 POPULAR PHOTOGRAPHY Picture Contest have cashed in on the preliminaries. They are the third group of special monthly award winners whose prize pictures were selected by the judges from entries received between May 2 and midnight, June 1, 1948. Congratulations to these photographers, whose winning pictures are shown elsewhere in this issue. We remind all contestants that your pictures are still eligible for the final judging after the close of the contest, October 1, 1948. There are 648 prizes to be given for the best color and black-and-white pictures submitted. If your entry was not received in time for competition in the special monthly awards, you still can compete in the finals, but this is the last call. We repeat: closing date, October 1. Latecomers will find prize list, rules, and entry blank elsewhere in this issue. Hurry, hurry! This is absolutely the LAST CALL!

HERE, at last, is the Directory of Photographic Equipment you've been waiting for. You'll find many new and interesting items illustrated and described in our first post-war listing of cameras and other major items of equipment, plus fact-filled reference charts for still and movie films, printing papers, lenses, flashbulbs, and other items. For the full contents, refer to the index at the start of the Directory. Preparation of this special feature has been the work of many months, and in the interest of accuracy there have been additions and corrections made continually during its production. We take this occasion to express our sincere appreciation for the whole-hearted cooperation given by the manufacturers and distributors who supplied the information from which the Directory listings were prepared.

IN ADDITION to the special contest award winners and directory of photo equipment, this issue contains some fine feature articles you will want to read carefully. Among them is a story by Wendell Merrill, who shows how to make up an attractive album from your vacation pictures. Philippe Halsman, noted professional photographer, tells about a recent experience in shooting pictures purely for his own pleasure on a Sunday afternoon. The basic procedures of photography seldom change, but this month we bring you the story of the T-stop—which seems likely to replace the old, familiar *f/* number. Be sure to check these and other features for tips that can be applied in your own picture taking.

WHAT FUN it must be when every member of a family follows the same hobby. Recently on a week-end visit to a picturesque state park, we witnessed a family of four camera fans at work. The father and mother, each with camera in hand and wearing a gadget bag, appeared to be discussing the pictorial merits of a nearby rustic bridge. Their son, a lad of about 16, had his tripod-mounted camera trained on a spot to one side of the bridge, and seemed to be waiting for Dad and Mother to finish their confab and give him a hand. The youngest, an attractive little girl of about seven or eight, disregarded the others as she worked independently with her inexpensive reflex camera, taking careful aim at various objects and persons nearby. We missed out on what might have been an interesting interview with this family of photographers, who climbed into a car and drove away just as we were finishing our picnic lunch. Well, we hope they all got good pictures. It was sure a fine day for it.

Frank Fenner, Jr.

Popular Photography — Frank Adams

"Let's figure out some more camera tricks, George . . . GEORGE!"

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Daylight Bulk Film Loader

No darkroom—all loading operations on standard cartridges in full daylight! Buy one for each kind of film you use. Value $6.62; our price only (add 20c postage) . . . **$4.80**

New Low Bulk Film Price!

Thousands of rolls of this highest-quality surplus 35 mm bulk film were sold to happy customers! Buy it, try it—satisfaction guaranteed. All Kodak and Ansco emulsions. Special quantity prices. Per 100 ft. roll (add 20c postage) . **$1.75**

Combination Special!*

35mm x 100′ any Kodak or Ansco film, val. $7.43 FOB **$1.75**
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Price **$6.90**
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Type B Kodachrome

This war-surplus tropical-packed Kodachrome is money-back-guaranteed to give you satisfaction! Processing by Eastman Kodak Laboratories included in price.

3¼x4¼, pkg. of 6, list $6.59, only **$2.95** p.p.
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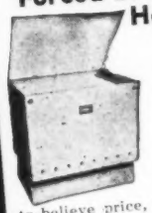
Limited quantities!

4x5 XF Pan Cut Film

War - surplus guaranteed - to - satisfy! Each 2-doz. pkg. hermetically sealed in pliofilm tropical packing.
4x5 Defender XF Pan Cut Film. 3—2-doz. pkgs. for **$3.95** plus 20c postage.
4x5 Defender XF Pan Cut Film. 15—2-doz. pkgs. for **$18.95** plus 65c postage.

Forced-Draft Heatless Dryer



An unusual buy from AAF stock enables this offer! Heavy cabinet construction; sturdy work table top. Capacity 26 drying sections, each 29"x21" for matte prints, or for glossies on tins. 1/20 HP AC ball-bearing fan. Built-in screw-press keeps prints flat. Today's list price over $300; our hard-to-believe price, brand-new, only **$49.50**
(Shipping weight 420 lbs.)

5x7 Elwood S2 . . . . . **$ 69.00**
5x7 Elwood SP2 . . . . . **99.00**
8x10 Elwood C2 . . . . . **216.00**
11x14 Globe Easel **8.95**
Pam 5X Magnifier, value $8.95 . . . . . **5.95**
Pelouze Scales, list $7.30 . . . . . **4.75**
8x10 Ansco SP Press, surplus, 2 dozen **3.25**
8x10 Ansco Commercial, surplus, 2 doz. **2.95**
8x10 Kodalith, Reprolith, 2 doz. **1.95**
16mm x 100 ft. Ansco SSS, Ansco processing **3.95**

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Revere "16" Sound, 750 watt, case $287.50
Revere "16" Silent, 750 watt, case $142.50

Revere "16" Cameras
Revere "16" Magazine, f2.5 ..... $127.50
Revere "16" Magazine, f1.9 ctd. $155.00
Revere "16" Mag. turret, f2.5 ctd. $152.50

Other 16mm Equipment
Cinelux, f2.5 coated ..... $ 76.15
Keystone A7, f2.5 ct. ..... $ 74.50
Keystone K160, 750 watt, case $122.50

Trade in idle equipment for a down payment!

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An outstanding new range-finder coupled camera! Dressy, compact, well made—good picture maker!
Only $55.90
Ever-ready leather case, only $7.25

Other 35mm cameras:
Argus C3, f3.5, case $74.71
Argus "21", f3.5 case 58.08
Adox II, f2.9, flash 49.50
Kodak 35, f3.5, r.f., flash 86.58
Perfex 101, f2.8 Xenar, r. f. 59.50

Same price—cash or credit!

8mm Equipment

Revere 87, f2.5 ctd. $77.50
Revere 99, turret, f2.8 ctd. 110.00
Revere Mag, f2.8 ctd. 127.50
Revere Mag, turret, f2.8 ctd. 152.00
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Revere "85" projector, case 127.50
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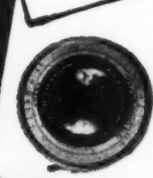

6¼" f6.3 Korona 4x5 conv. Rapax ctd. ..... $ 91.00
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Figure your saving! Outfit includes:
Brand new latest Bolex H-16
17mm wide angle f2.7 ctd. focusing
25mm f1.9 coated Kodak focusing
75mm f4.5 B&H Telate focusing
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Plus a fitted leather carrying case!
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Only $49.90 down—or your present outfit accepted in trade!

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We've sold hundreds of these fine enlargers! Many exclusive features include "cold-lite," baseboard crank-handle focusing, 100 per cent distortion control. Complete with 4x5 negative carriers, 5½" f4.5 Ilex coated lens, only $114.50
Extra carriers 3¼x4¼ 4x5, each $5.95
Two for 9.95

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Automatic Rolleiflex

Latest models of this world-famous camera:
with f3.5 Schneider Xenar $235.00
with f3.5 Xenar coated 249.50
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Present equipment traded-in will go a long way toward paying for one of these beauties! Same price cash or credit!

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Rugged, all-metal camera with revolving back, triple extension, versatile tilts and movements. Complete with Kalart range-finder, and Heiland-Sol flash gun—all brand new. Plus a 127mm f4.7 Kodak Ektar war-surplus lens and Graflex Tripper, only $189.00
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Genuine Crown #1 Tripod $9.95
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Cash or credit—same price buys this professional outfit! Liberal trade-in allowance on present equipment

105mm f4.5 Britar telephoto (coated)

Outstanding performance at reasonable price. 10-day free trial guarantee—satisfaction assured! Range Finder coupled for Leica, postpaid ..... $ 89.50
Optical Viewfinder for Leica 8.50
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Ciroflex, f3.5 in Alphax ..... $ 76.98
Ciroflex, f3.5 in Rapax 99.45
Ever-ready tan leather case 8.50

Other 2¼ sq. Reflexes:
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Latest DII with war-surplus Eastman Kodak 6⅜" f4.5 lens—an outstanding buy! Only $182.50

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News-reel turret-head, five speeds, professional quality! With fast f1.5 (coated) Wollensak lens! Postpaid only $221.75
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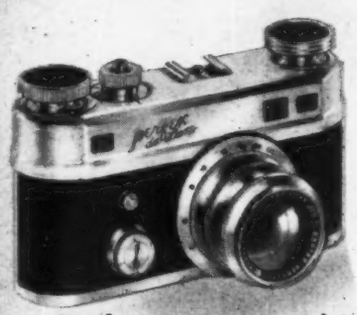

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This great Perfex DeLuxe with focal plane shutter and coupled range finder provides the ease of handling — the versatility demanded by advanced workers and professional photographers. Its high quality lens equipment and wide range of shutter speeds (1/25 to 1/1250 sec.) adapt it to a wide range of picture making.

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The Perfex Magazine Loading Double 8 Movie Camera

For home and professional movies at their best. The convenience of magazine loading — a turret front that mounts three lenses, five operating speeds plus a powerful time tested motor. Its fine performance and fine pictures will thrill you.

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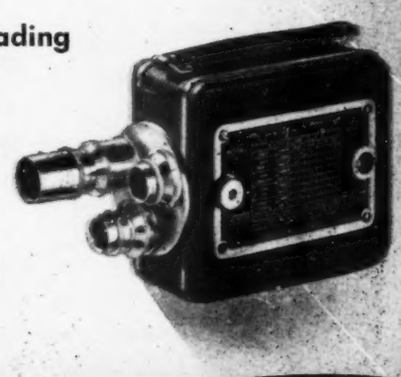

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PERFEX 101 (35mm). Coupled rangefinder, coated F4.5 Wollensak lens in Alphax shutter.
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BRISKIN MAGAZINE 8 (8mm movie). A magazine loading camera, with many important features. Shutter speeds from 16 to 64 frames per second. With coated F2.5 lens.
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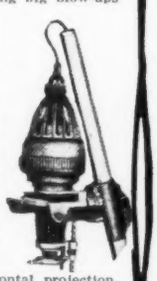

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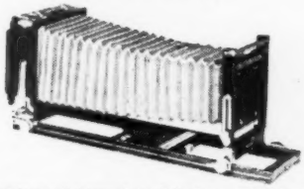
VIEW CAMERAS



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4x5 KORONA, less lens. Reduced to **$42.50**
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Korona View cameras have all of the above movements except the tilting front.

SPECIALS

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Reg. $197.50 ..... **SPECIAL $162.50**

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Lens, Reg. $95.55 ..... **SPECIAL $185.00**

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VIEW CAMERA ACCESSORIES

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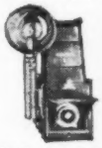

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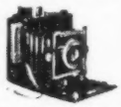

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WINNERS OF

3rd Special Monthly Awards

IN THE 1948 POPULAR PHOTOGRAPHY PICTURE CONTEST

Our congratulations to the six Award Winners whose prize pictures, reproduced here, were chosen by the Contest judges from among the entries received in the color and black-and-white divisions of our 1948 Picture Contest prior to midnight of June 1, 1948. Due to existing mechanical limitations, the Color Award Winners have been reproduced in black-and-white this month, excepting the First Color Award Winner which appears in full color on the cover of this issue.

1st Award COLOR

"Candle Lighting," by Wellington Lee, of the Bronx, New York, has been given the first award in the color division of this phase of our 1948 Contest. The photographer used an 8x10 Ansco View camera, and Type B Kodachrome. Three exposures for the candles were each one second at *f*/11. Exposure for the model was ½ second at *f*/11.

Plaque and U. S. Savings Bond $500

2nd COLOR

"Bedtime," a sparkling, spontaneous scene by Richard C. Miller of Hollywood, California, has been granted the second award in color this month. The picture was made in Miller's home, with his daughter Janice serving as the model. He used a 5x7 Eastman View camera, Type B Kodachrome, and an exposure of 1/25 at *f*/32. Five G-E No. 22 flashbulbs were used for illumination.

U. S. Savings Bond $250

2nd BLACK and WHITE

"Tormenta Cerca Patagonia," the work of George Friedman of Buenos Aires, Argentina, is winner of the second award, in the black-and-white division, third judging period. The photograph was made off the coast of Patagonia, at the lower tip of South America, with a Leica camera and Super-XX film. Exposure, using a medium yellow filter, was 1/200 sec. at *f*/6.3.

U. S. Savings Bond $250

3rd COLOR

"Mirror Reflections," by Walter Mack of Brooklyn, New York, has been granted the third award in the color class this month. The picture, unique and interesting, was made with a Rolleiflex camera fitted with an adapter back for 828-size Kodachrome film. The photographer used three floodlamps to make this reflected portrait of his mother, exposed for one sec. at *f*/8.

U. S. Savings Bond $100

3rd BLACK and WHITE

"Big Sister," a print by Harriet Nadeau, Muskegon Heights, Michigan, is recipient of the third award in the black-and-white division of this month's judging. The two models are the daughters of the photographer, who used a Kodak Monitor camera to make the scene. Her exposure was 1/25 at *f*/5.6, using two floodlamps and one spot, set up to simulate outdoor night light.

U. S. Savings Bond $100

MONDE **DONALD E. ENGLISH**

1st Award

BLACK and WHITE

This gracefully posed photograph by Donald E. English of Wilmington, California, has been chosen as the first award winner, black-and-white division, in the third phase of our 1948 Picture Contest. English used a 4x5 Graphic View, Super-XX, a yellow filter, and an exposure of 1/100 at *f*/11.

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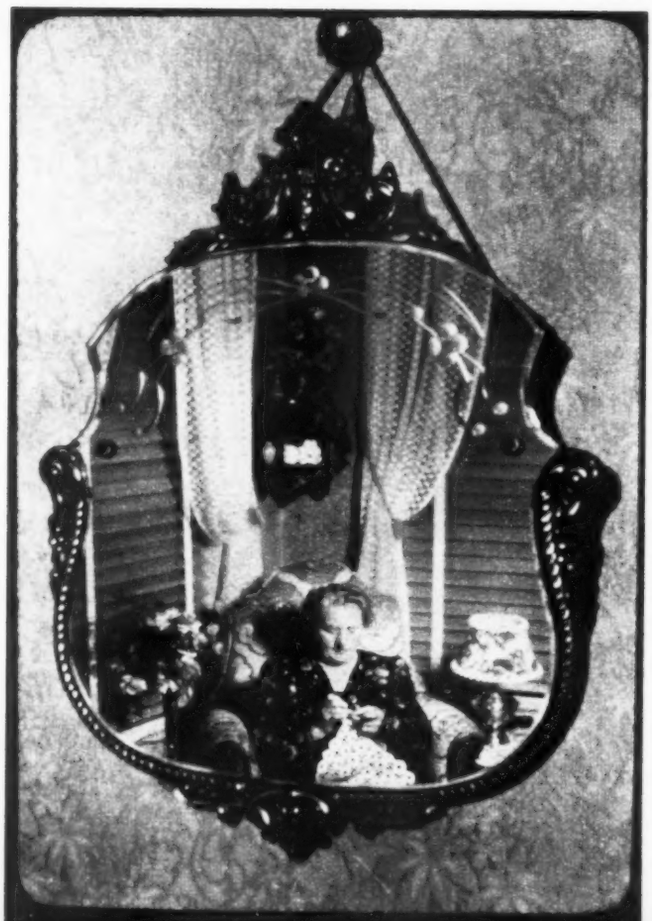
BEDTIME
RICHARD C. MILLER

2nd

COLOR



MIRROR REFLECTIONS
WALTER MACK

3rd

COLOR

TORMENTA CERCA PATAGONIA
GEORGE FRIEDMAN

2nd

BLACK and WHITE

BIG SISTER
HARRIET NADEAU

3rd

BLACK and WHITE

What does a professional photographer do on a day off? Just what you do—takes pictures to please himself. Here's Philippe Halsman's account of one Sunday's flight from reality

BALLET ON THE BEACH

Banal to him, wonderful to us, this conventional approach was abandoned by Halsman to experiment with surrealistic effects.

By PHILIPPE HALSMAN

IN ONE respect the professional photographer is less fortunate than the amateur. The amateur shoots for himself; the professional always shoots for someone else. Few professional photographers have time to shoot pictures of their own choice.

For instance, I can seldom relax from portraying too many public figures by photographing an interesting face or just simply a figure. What a relief it is to do just the contrary of my regular work—instead of making lines disappear, to do everything to show them!

What follows now is the story of a more complicated attempt to escape for a day from the monotony of working for magazines and advertising.

Last fall *Life* magazine asked me to make pictures of eleven young ballerinas from the Ballet Theater. To my delight, I found among them one of my old friends, Ricky Soma, 18 years old and probably the most photogenic creature of the atomic age.

I photographed the dancers many hours, but shooting ballet in a studio means incessantly fighting with limitations. I began to dream of using the seashore as a studio—to have the sea and the sky as a background, the sun as a light, the beach as a reflector and Ricky as a model!

Alas! My portrait of Ricky made *Life's* cover. Jesse Lasky of RKO saw it and took a plane to New York to snatch her away to Hollywood. I was left without my favorite model.

A week later, *Life's* entertainment editor, Gene Cook, asked me to shoot a double portrait of Melissa Hayden and Ruth Ann Koesun. The combination of the two exotic looking young dancers was exquisite. Both were charming, full of talent, and both were willing to dance for me one day on the beach.

→

Somber mood of sea is captured well in this deliberately under-developed and over-printed photograph. A yellow filter increased contrast in the overcast sky, and deepened the shadows.

Surrealistic effect of small figures shown against vast shore was emphasized by using high-contrast paper to darken shadows.

The pause that refreshed between sessions of strenuous work before hard-driving Halsman's fast-shooting Automatic Rolleiflex.

But misfortune pursued me. My double portrait of them again made *Life's* cover. While the Ballet Theater was touring the country I was worrying about Hollywood again stealing my best models.

In mid-September the Ballet Theater came back. Melissa and Ruth Ann were still members of the group.

I started to get ready for the trip. Gene Cook suggested the Bridgehampton beach on Long Island, almost 100 miles from New York. I asked the girls to take classical ballerina dresses with them and we agreed on the costumes they were wearing in "Gisèle." One Sunday morning my assistant, Jimmy Rose, packed in my bag two Rolleiflexes, 20 rolls of Super-XX film, and a Weston meter. We picked up the two ballerinas with their ballet dresses. Eric Braun, one of the best dancers of the Ballet Theater, joined us at the last minute. Several weeks later, when I learned that he had married Ruth Ann, my surprise was very moderate.

Our car was already in Long Island when the sky turned dark and it started to rain. The dancers wondered whether we shouldn't turn back.

"Ballerinas dancing on a beach is a strange spectacle," I said, "but dripping wet ballerinas dancing on a beach in rain and storm will look even more interesting." With the perseverance of true art lovers we continued our trip.

But when, after lunch in a restaurant, we finally arrived at 3 P.M. in Bridgehampton, the sun was breaking through the clouds. It didn't seem to worry my dancers at all.

The beach was wide and deserted. Since a part of the sky was blue again, I put a medium yellow filter on my lens. Now I had everything that I wanted—the scenery and the dancers—but I didn't know what to do with them.

I did the most obvious. I photographed the girls dancing, and after a while I asked them to jump, trying to get them sailing in the sky. First they jumped on the flat sand and on the dunes, then I noticed that the waves had eaten away a part of the beach, making it a kind of endless terrace which, with a steep step, dropped towards the wet sand and the sea.

Placing myself below and asking the ballerinas to jump down from this step, made their jumps appear much higher. I made the girls repeat the jumps, and when I tired out one ballerina, the other jumped for me while the tired one relaxed, shivering in the wind.

I didn't stop to change films. My assistant Jimmy did it for me. I had only to change Rolleis. It was hard work for the ballerinas, but they showed the most charming good spirit and an amazing endurance.

When I felt that I had the shots I wanted, I stopped and waited impatiently to feel satisfied. But instead of satisfaction I had an appalling feeling of disappointment. I had put two ballerinas in an unusual background, but I had photographed them in the most banal and obvious way.

I asked Ruth Ann to kneel in front of the step and to put her arms on the upper terrace. Shooting her from above it made Ruth Ann appear as if she were only a bust. This picture of a ballerina without legs, looking as useless as a bicycle without wheels, had for me an abstract and disturbing charm. I made many shots from several angles, waiting for waves to break in a way that would add to my composition.

Again I looked at the beach in search of an idea. The haze was gone and the shadows had become black and precise like those in surrealistic paintings. I looked at the absolutely vast empty space of the beach and suddenly felt ashamed of having shot it only in small pieces or at the most in a big economy size.

Now I wanted to show all of it. Instead of shooting against the sea, I turned towards the end of the beach. I put Ruth Ann in the sand and Melissa, in an identical position, a little farther away. The contrast of these two small figures and the vastness of the shore was striking. I wanted to add another contrast—immobility versus motion—and asked Eric to step behind the two figures and to fall down. When his body was

Unreality of this picture was achieved in printing. One end of paper under enlarger was lifted to lengthen clouds, shore, and sea lines, causing them to converge menacingly upon fleeing ballerina. No. 4 paper enhanced effect.

Surf-created terrace masks Ruth Ann's lower extremities for striking outdoor bust study of legless ballerina against sky and foaming breakers.

in a diagonal position I shot. After a series of falls, I asked him to jump and Eric executed a series of spectacular jumps. I made about 15 shots of this subject, taken from different angles and with slight variations in composition.

It was technically a rather difficult shot, because of conflicting factors. Eric's leap called for speed, the clouds for a yellow filter and the composition for a great depth of field. I shot at 1/500 second at *f*/5.6, slightly underexposing the scene.

In the meantime the sun had gone down quite a bit and the shadows had become very long. To show them I needed a rather high camera position, so I climbed on the dunes and shot two little ballerinas with long shadows, dancing in the setting sun on a vast and lonely shore. It had become dark and my dancers, clad in their light costumes, were half frozen. I had shot 2½ hours and made over 200 exposures.

After a delicious dinner at the home of Elaine Carrington, a friend of Gene Cook's who is a top radio writer and owns one of the most beautiful and livable modern houses I have ever seen, we arrived very late in New York, tired but happy.

The films were developed in Microdol.

(*Continued on page* 95)

In preparing an album, first make a contact print from each negative, then file these films where they will be handy.

An album provides the ideal means for preserving prized pictures. This author tells how to mount them in a book that you'll treasure for life

By WENDELL MERRILL

YOUR VACATION – FOR KEEPS

WELL, HERE YOU ARE back again after what, I hope, was the best photographic vacation you've ever had. And all those new negatives—what are your plans for them? If you've decided to dump them all in an old shoe box until that vague future date when you'll "have more time to make prints," I hope you'll reconsider.

Remember the time you spent—the care you exercised in making those exposures? They are the record of your 1948 vacation. Among them are shots of places, and probably of people, you'd like to remember because through these pictures you can share your vacation with friends and relatives. There are probably some salon submissions among them, too, should you want to make exhibition prints.

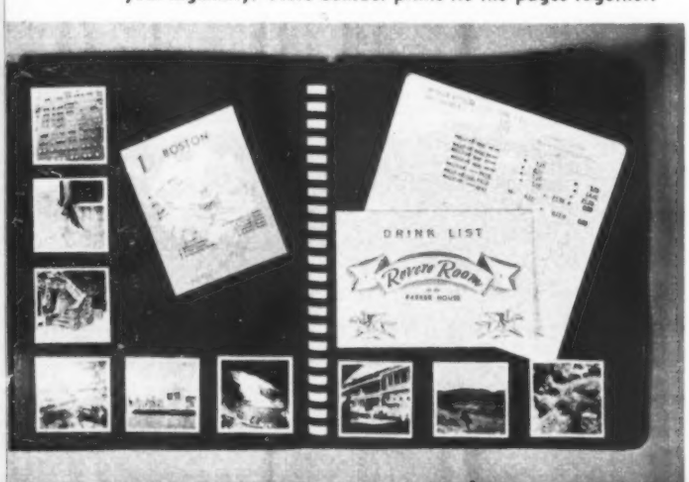
Let's get those negatives out of hiding and inspect them carefully over an improvised light-table. Separate the wheat from the chaff, discarding the obvious failures, double exposures, out of focus shots, and those which are otherwise useless. Then make a contact print from each one of the good ones. If you're not too enthusiastic about contact printing, send your negatives to a good professional photofinisher. He'll make contact prints that are suitable for this purpose at a very reasonable cost.

And while we're about it, let's start a good, workable negative and print file. The system you adopt will depend mainly on personal preference. I like to dry mount a contact print of every good negative in a spiral bound album and file the negatives in individual transparent or Kraft paper envelopes. Negative and print are then given corresponding numbers and any important data about the picture is written on the envelope. If you like this idea, use it. It was suggested to me by one of the big photographic companies, and it works out fine. If you prefer some other system, use that. The important thing is to protect the negatives against damage and have a picture file you can refer to quickly and easily.

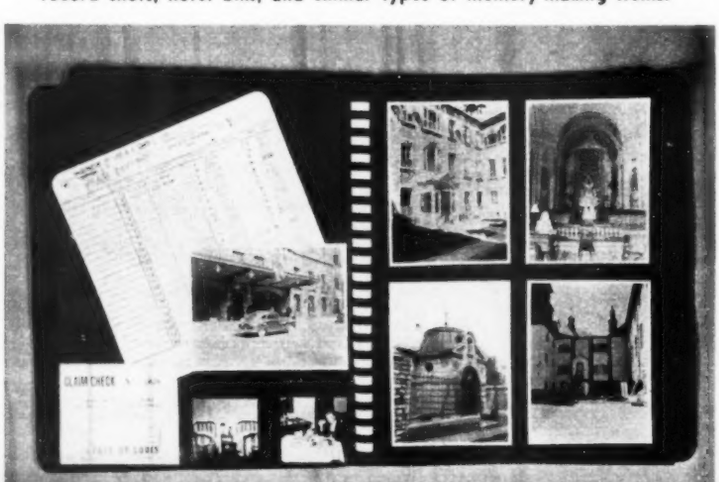
With these preliminaries behind us we can go ahead with the planning of a top-notch vacation album. This can be a lot of fun, and I can assure you that you'll spend many pleasant hours going through your contacts and planning picture arrangements, usually called layouts, for your album pages.

Ready-to-use albums have progressed a great deal in recent years. We are no longer restricted to the horizontal black

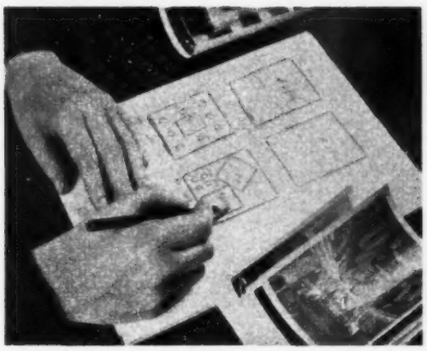
A two-page spread allows you an opportunity to use your ingenuity. Here contact prints tie the pages together.



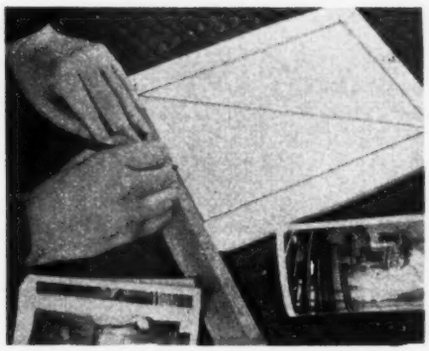
Your album need not be devoted solely to pictorial matter; include record shots, hotel bills, and similar types of memory-making items.



Select those pictures which you would like to have enlarged, placed in an album.



Make rough sketches to help you plan possible picture combinations and layouts.



Scale your prints as the author describes, to determine the cropping and final size.

In dry mounting, first tack tissue to back of print in the center area only.

When tissue is tacked, trim print and tissue to desired size, exercising care.

Final move is to place print in position, complete mounting in manner advised.

pages, hard covers, and shoestring-tie arrangements of grandmother's day. Album makers supply their books in both vertical and horizontal format; with plastics or wire bindings; with stiff or pliable covers in genuine or synthetic leather. Then there are the albums without pages of any kind. Instead, they have transparent acetate envelopes bound to a cover and all you need do is slip the enlargements into place.

We don't have enough space to describe the many albums available. Stop at your favorite photo shop and see what the proprietor has to offer. The layout of a photo album is a personal thing. You're the one who must be pleased, and that's as it should be. But since we're borrowing from both the bookmaker's and the advertising man's art, we might benefit by their thinking in the matter.

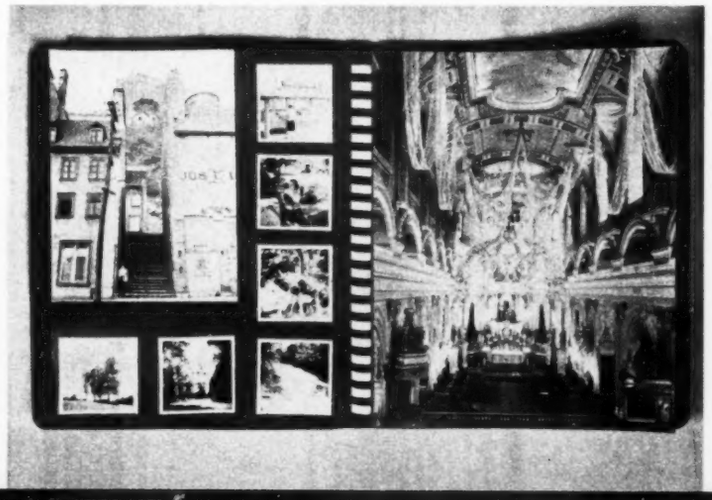
The bookmaker is quite likely to be the more conservative in his thinking and design. Normally his business is to make books that people will enjoy looking at for generations, if need be, and he will employ principles that have stood the test of time. He usually will consider each album page as an individual unit and place the pictures on the page in a symmetrical arrangement. If there are to be nine prints all the same size on a page they will be arranged in three rows of three each, if twelve, in three rows of four each, or four rows of three each, and so on.

You can't go very far wrong with a layout like this. If you draw a vertical line down the center of the page and a horizontal line across the center of the page you will find approximately equal weight, or emphasis, in each of the four quarters of the page.

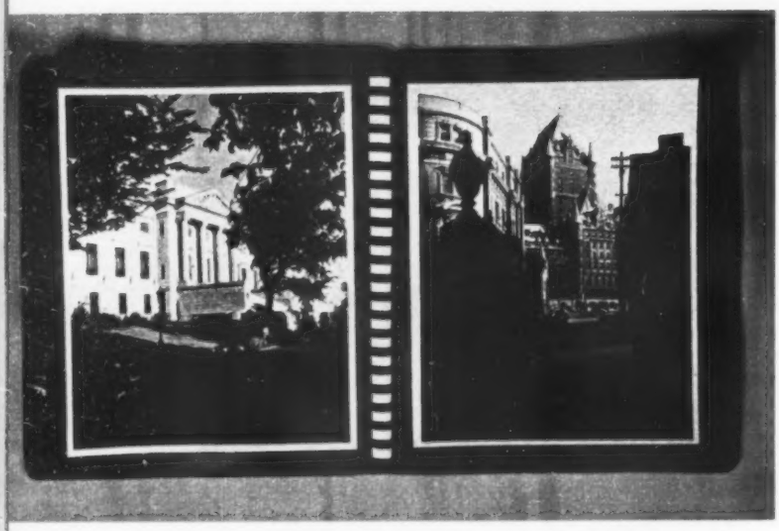
Just because this symmetrical type of layout is conservative is no reason for feeling that it is old-fashioned. It still is widely used by some magazines and in a great many advertisements. Perhaps we should call it traditional. It has stood the test of time, and probably never will die.

In contrast to the symmetrical set-up is the more modern layout in which the elements on a page are juggled around a little to impart a feeling of motion, to attract greater attention by a "change of pace," or to attain any number of other desirable effects. In this type of layout the balance between the elements on a page may not be obvious since no attempt is

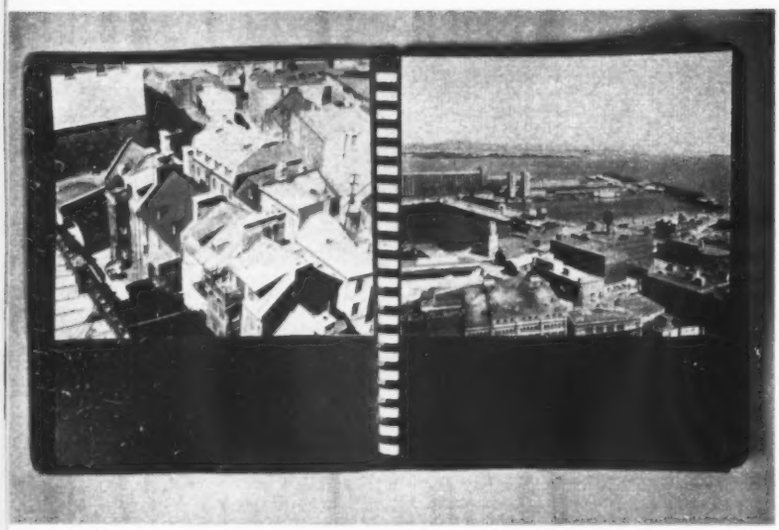
A bleed picture, such as shown at right, has to be mounted flush with outer edges of the page, which must have square-cut corners.



You can letter-in titles and explanatory material after your photographs and other items have been mounted.



A traditional method of mounting your favorite pictures is illustrated here. Note that prints and pages both have a margin.



A more modern technique is the use of bleed pictures, as shown above. Space has been left below them for caption material.

Transparent acetate envelopes make up the pages of some types of albums. With these you need only slip prints into place.

made to offset one item with another of equal weight and force. There is no compulsion, for example, to balance four square inches of print surface at the lower right corner of a page with exactly four square inches in the lower left corner. In fact, that would tend to defeat the purpose. We might however, balance a print containing twenty or thirty square inches of area with three or four six-square-inch prints suitably arranged elsewhere on the page.

This style of layout is difficult to describe in words. To get the "feel" of it, study the advertising pages of the big weekly magazines, particularly the women's magazines.

Among the devices used in this asymmetrical layout style are the bleed page and the spread. A bleed page generally is considered one in which the illustration "runs off" the page at one or more sides. That is, there is no margin between the edge of the picture and the edge of the page. The picture may bleed on one, two, three, or even all four sides. The latter only, of course, if a single picture is the only item on the page.

A spread consists of two facing pages treated in the layout as a single unit. In magazines or newspapers these may be any two facing pages or they may be the two connected center pages. Those familiar with advertising will know these center pages as a "double-truck." You'll find a double-truck in the *Saturday Evening Post* every week.

So much for theory. If you have a natural inclination toward art, your album pages will reflect it. But if you don't, there's nothing to worry about. The important thing is to get the pictures in your album in a manner that pleases you.

Now let's get back to that file of contact prints.

Among them there probably will be some beautiful pictures, some record shots, and some that are just average good photography. Some are more important than others, and these may be given greater emphasis in your album by enlarging them to suitable proportions. What proportions? That depends on the importance of the picture to you and the dimensions of the album page.

As a start, let's go through the contacts and pick out twenty or thirty shots that seem especially important to you. Chances are these will be your best pictorials, but not necessarily. Just forget all about the type of shot you *think* should be emphasized—do the ones you'd like to see in big size. It's going to be your album.

Now, a really good album, if it is to tell the story of your vacation trip, should have some continuity. One good logical arrangement is to mount the pictures in the album in the same order in which you made your trip. This is termed chronological order. If you had the foresight to make a picture of the car being loaded the morning of your departure, this might well be used up toward the front of the book. Then the scenes along the way can be placed in the same order.

One stunt I'd like to suggest is that the first page of your album, after the cover picture, be a copy of a map upon which you have outlined the course of your trip. The map you carried with you on your travels will be too worn and dog-eared for this purpose. Get a new one at the gas station. Smooth the folds out as much as possible, and outline the roads you traveled with a heavy black crayon. Next, thumbtack the map to a drawing board or other flat surface and make a copy of it on film—high contrast film like Process, if you can. Develop the negative to a high contrast and make an enlargement, preferably on No. 4 contrast grade glossy paper to get maximum detail and good sharp contrast.

It's a lot of fun figuring out the arrangement of pictures on an album page. There are several ways to do it. One would be to make all the prints for the album in the exact size you wish them to be and then move them around on the pages until you find the layout that suits you best. The same can be done with blank sheets of white paper cut to the different print sizes you plan to use.

Another way to plan page layouts is to make rough pencil sketches on a scratch pad. It doesn't matter whether you can draw or not. Just make a rectangle conforming roughly to the proportions of the album page and sketch in the location of each print. This needn't be exact, and to scale, although the more nearly correct it is, the more helpful it will be.

Suppose you decide on nine prints for an 11x14-inch page, one of which is to be 4x5 inches, the remainder 2½x2½ inches. Draw a rectangle in the proportions of the page. Try putting the 4x5 inch print down in the lower (*Continued on page* 98)

BRONCOS and BRAHMAS

If you want to capture all of the fuss, fury, and excitement of a western rodeo, remember to keep your head up and your camera ready

By ROSS MADDEN

Mean and vicious, a Brahma bull gives a rough ride, and no quarter. Should a rider be bucked off, stunned, and slow to move, there is a good chance he will be rushed and gored by the animal.

PHOTOGRAPHING A RODEO is like turning out an Irish stew—the main thing is to make plenty. Box cameras and other not-so-fancy equipment certainly can catch the excitement and action, the color and variety that are making rodeos the country's Number One sport, box-office wise. So, just get some extra film and come on along.

I've been covering rodeos for ten years, off and on. (That's off and on the fence, and what I mean will be perfectly clear the first time a burly Brahma bull snorts and heads your way.)

Usually I'm at the rodeo grounds an hour to an hour and a half before the show starts, wearing clothes that will stand climbing over and under fences—and holding a bleacher ticket.

While the stands are almost empty, I move around until I have found the best place from which to make a general view of the whole arena and its setting. Once I have found this spot, I note how to get back to it from the chutes where the action begins. The best time to make this general view is during the Grand Entry. Every rodeo starts with one—in which the contestants, the trick riders and ropers, and any distinguished visitors that can be talked into getting on a horse ride out, face the grandstand, and are introduced.

But while I'm waiting for the Grand Entry, there's a full show going on, and a picturesque one, behind the chutes. Cowboys will be testing equipment, swapping yarns, and trying to stir up a little horseplay. Keep your camera loaded and ready so you can catch these.

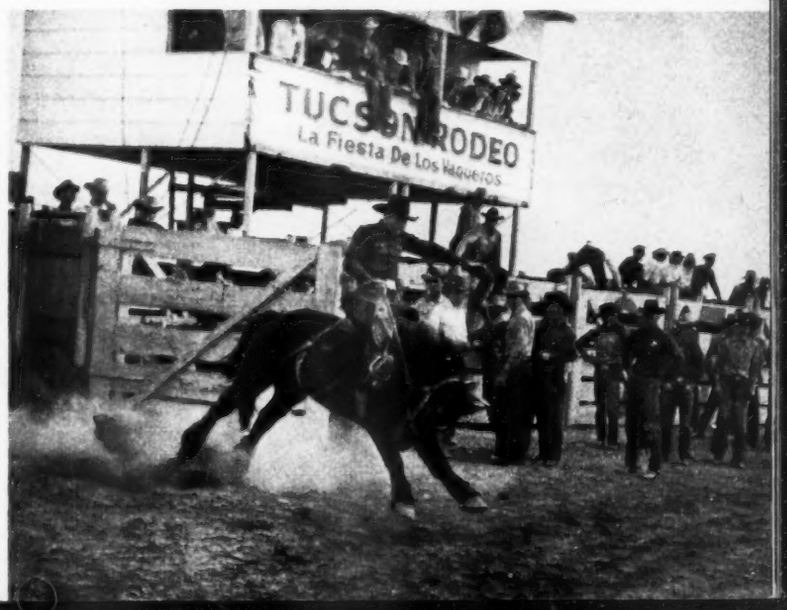
I missed a priceless shot at a small Montana show recently. A "drugstore cowboy" in a fancy outfit was doing quite a little boasting about his riding. The others listened a while, and then casually asked if he'd try out a pony one of them had tied nearby. The horse stood quietly enough for the fancy talking cowboy to mount, took about two steps, and then really "blew up." A water hydrant nearby had been opened long enough to make a half dozen good puddles in the dust. Of course, the horse lit in one of these, as the cowboys had planned, tried to buck out, and fell. Down went the horse and the cowboy in his peacock outfit! The hilarious audience waved their big hats, whooping with glee and derision as their victim scrambled out of the mud and stomped off to change.

I didn't know whether to laugh or cry. My camera was empty, the last exposure shot, and I'd put off changing the film.

The cowboys will gladly pose for shots, and offer a good chance to make interesting close-ups as they sit on the fence, stretch out their stirrups, or lean against the corrals waiting for show time.

The clown ought to be around somewhere, putting on his outlandish makeup, and putting his trained mule or donkey through his paces. He'll usually be surrounded by cowboys,

The stiff-legged jumps of a bucking horse can best be shot from a point next to, or just across from, the releasing chutes.



This calf roper waits tensely, with his loop ready for action, watching for the calf to come skittering into the arena.

As horse and rider soar out of the chute, other participants stand back and make room. This high angle shot was made from a position above and adjacent to the chute gate.

too. He saves their lives, often, in the arena by distracting Brahmas when they've bucked a boy off, so they think quite a little of clowns. Anyway, he'll be glad to pose. He can usually suggest one of the funniest moments in his routine, and will hold it steady enough for the slowest box camera to get a good shot.

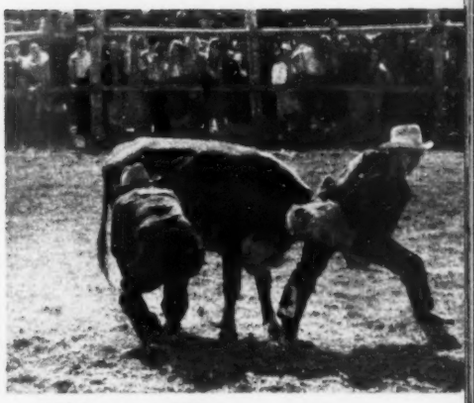
Trick riders and ropers with their superb palomino and paint ponies will be warming up, and getting ready for the grand entry. They will pose readily if asked courteously. In the ring, it's almost impossible to get good shots of them, even with professional cameras, so this is really the perfect time to catch them. Then they and their horses are at their best.

Last minute preparations often include hazing steers, or wild horses, or the Brahmas into corrals from which they'll go into the arena. I've seen some swell chances to get shots then, with the dust and the working cowboys trying to control their unruly critters and get them

Young contestants take to the air in these two brilliant speedlamp studies by James Cathey of Fort Worth, Texas. A 4x5 Speed Graphic, mounted with a 135-mm lens was used, with Ansco Superpan Press film. The camera was prefocused at fifteen feet, the aperture set at f/8.

If your camera has a slow shutter, you still can capture shots like this by waiting until the action has reached its peak.

Rodeo clown Jimmie Dickens not only entertains the crowds, but always is ready to distract a wild bull if a cowboy is hurt and likely to be gored.



Wild cow milking is a riotous scramble, and will provide you with plenty of memorable pictures.

into places they just don't want to go. Be careful about quick movements near these animals, and keep a sharp eye on the cowboys, in case your position is too close and they want you to move. You can easily "spook" these half-wild animals by a quick movement of the camera, and the cowboys will have to spend half an hour gathering up the stampeded herd.

I always try to slip up by the corral or pen holding the big, mean Brahma bulls. By holding the camera low, and shooting against the sky, some really striking shots can be made. But take it easy getting close to the fence. Brahmas have been picked for just plain bad disposition. They won't hide it. They'll charge the fence, and try to hook you with a vicious horn, if they see even the slightest chance.

While we're on the subject of these bozos, if you go into the arena during the show, remember this rule: *Keep Your Eye On The Bull!* They're never satisfied to just buck their rider off. They want to hook someone with those lethal horns. It happens, now and then, and its not a pretty sight, and it means a good stretch of hospital time for anyone who gets caught.

A photographer brought a new reflex camera to one of Montana's many first rate shows, and got set. Every time there'd be some action, he'd bury his head in the focusing hood, and wave the camera around like the antenna on a beetle. Then came the bull.

He bucked his rider off, turned and made a pass at the cowboys helping around the bucking chutes. They scrambled to the fence, and so did the remainder of the news photographers. But our hero was still waving his camera around, trying to see the bull in the finder. The bull looked around, snorted, and started for the photographer. Finally, at the very last minute, the screams of the audience and the shouts of cowboys penetrated. He looked up squarely into the face of the Brahma, threw his camera and ran. The bull caught him just before he reached the fence, and tossed him onto the topmost wire. He turned and hooked the camera, tossing it about twenty feet, and then headed for the other end of the arena. Fortunately the photographer wasn't hurt much. In fact it made a swell picture for an old rodeo photographer, who uses rubber bands to speed up the shutter on a camera that must be forty years old. His camera is old, but he never takes his eye off the bull.

But to get back to our program: About ten minutes or so before time for the Grand Entry, the announcer will begin his small talk about the show, or start some western music. That's your cue to head on back over to the spot you picked out for the general view.

Then it's *Let 'er buck!* and the show is on.

Bronc and bull riding go on all through the show, in relays, so watch the first two or three riders to get a general idea of the action. Beside the chutes, or directly across from them, will give the most chances for fairly close action shots. If your camera has a 1/300 or a 1/500 second, you won't have to worry. But if you have only a 1/100 or have a box camera, you still have a good chance. Right after the chutes open, the horse often will poise, tensed and waiting. Or, he will make one jump, and then momentarily stop, while gathering steam. There's lots of action implied in the stance of the horse, the expressions of the riders, and the watching audience.

If you are willing to gamble some film, shoot just at the peak of a jump, as action is stopped. If you lead a little in clicking the shutter on box cameras, it's possible to "stop" action then. Also, when the horse hits the ground, you will have the same opportunity.

Remember that the ride isn't over when the whistle blows. After trying a few shots on the first bucks, hold off and keep your camera on the ready for any-

(*Continued on page* 97)

Glamour and human interest shots can be found in plenty around the average rodeo, for cowboys and cowgirls dress in fancy attire and will be only too glad to pose for you.

Engrossed in what she is doing, the child ignores the camera in this interesting variation on the mother-and-daughter theme.

Playing in familiar surroundings, children are less conscious of the camera. This little girl is giving her doll its sunbath.

HIDDEN FACES

Photographer Tana Hoban proves that pictures of a child can be appealing, even though his face may be hidden from the camera

By RITA LEISTEN

LOOK twice at these photographs; they all have one missing element. Of course! None of the children's faces can be seen. The missing element is a clue to the approach of Tana Hoban, who is famous for her fresh, natural photographs of children. It is also a clue to how you can take realistic pictures of youngsters that will have broad appeal.

Miss Hoban, it should be kept in mind, does not necessarily advocate pictures of faceless children. But the fact that she has made many successful photographs of this type should be regarded as good evidence for freer behavior behind the photographic approach.

Look at it this way: If you are seeking a preconceived kind of portrait of a child, you will shut out all other possibilities. If, however, you approach the job with no preconceived ideas other than the sincere desire to catch child life on the wing—even if the child's back is turned—then there is no end to the possibilities.

Having tasted success as a painter some few years ago, Tana Hoban began to make use of the photography which had been taught her as an art student in her native city of Philadelphia. Her mother, who owned a baby outfitting shop, was so impressed with her daughter's pictures of children that she used them as part of her window displays, with the result that before long orders began to pour in. Since then she has sold her pictures to many of the leading national magazines, and now works both in color and black-and-white.

A basic requirement for natural photographs is that the child be happy and comfortable, especially if taken to a strange studio. Miss Hoban likes to see little boys and girls dressed in play clothes rather than starched Eton shirts and organdie dresses, because the formality of "Sunday best" inhibits the activity of many youngsters. This makes for stiff, formal pictures which definitely do not reflect the true nature of the child.

The simplest way to make children feel at ease is to get them interested in some familiar toy or game. On this score Tana Hoban is especially ingenious and resourceful. For example, one little boy was very conscious of his new shoes when brought into her studio. Miss Hoban promptly untied his laces and said, "See if you can make a bow." She waited until he became deeply concerned with the intricacies of knots and bows and then made a very characteristic photograph of the occupied youngster.

To another infant she said, "Let's play peek-a-boo," and then ducked behind the camera. The child caught on, hid her face behind her hands, and the picture was taken. With older children, Miss Hoban sometimes starts to tell a story and then asks the child to finish it. As the child develops the

A curious youngster discovers that bows are much more complicated than they look. Resourcefulness in handling children plus a sincere desire to record their many moods and activities are important factors in making pictures of little people that are natural and fresh.

story, his facial expressions and gestures become increasingly animated, and the resulting photographs are realistic and convincing.

In the studio, however, the surroundings are strange, and many children continue to feel shy and uncomfortable. This is no problem for Miss Hoban. She merely packs up and goes to the child's home. Once in their own rooms or back yards, children very soon become engrossed in customary everyday activities. And pictures suggest themselves by the hundreds. One little girl, however, was particularly reticent. No matter what Miss Hoban tried, she remained shy and self-conscious. Finally the photographer accompanied the youngster up to her room, set up her camera, and after some preliminary conversation remarked, "This place needs cleaning up. Why don't you put your things where they belong?" The little girl immediately set out to stuff her aprons into a drawer, and Miss Hoban quickly obtained her photograph.

When you compare the ap- (*Continued on page* 92)

Tana Hoban first gets a child interested in some activity, then takes her picture.

Children respond to familiar games. Miss Hoban played peek-a-boo to get this shot.

Natural pictures in the child's room are often more desirable than studio portraits.

MAKE-UP for BETTER PORTRAITS

By MILDRED STAGG

Photographs by TONY VENTI

1 Doubek first drapes Bette Carlin in towels, removes old make-up with cold cream—using materials any amateur can buy.

Expert Francis Doubek shows step-by-step make-up for photography that hides facial defects and minimizes retouching

Cover Girl Bette Carlin looked like this when Doubek finished making her up and Tony Venti photographed her. "There's absolutely no retouching on the face," says Venti.

AROUND ROBIN discussion was taking place in Tony Venti's studio. Tony Venti, a Venti client whom we'll call Smith because that was his name, and Bette Carlin, Harry Conover's gorgeous Cover Girl, were having a discussion.

"You can say what you like," Tony Venti insisted to his client, "I hate retouching. It isn't a photographic process and if more than a minimum is used, you destroy the photographic quality of the picture."

Smith looked unhappy but determined. "It's easy for you professionals to sit smugly on your pedestals and look down on retouching, but the amateur has to retouch. Why, if I dared show unretouched pictures to the friends I photograph I'd be the loneliest man in the world!"

Bette Carlin had been rather quiet, but now she suggested softly, "Perhaps you could do what some professionals do, Mr. Smith. Use make-up instead of retouching."

Now it was Bette's turn to wither under the outraged glare of the amateur photographer. "Make-up!" he exploded. "All the average amateur knows about make-up is that lipstick on your handkerchief is difficult to explain to your wife. I can't learn to handle that stuff."

Just then the man all three had been waiting for, walked in. He was Francis E. Doubek, the expert who makes up movie stars, theatrical personalities, operatic prima donnas, and cover girls for Tony Venti, Anton Bruehl, Victor Keppler, and Underwood & Underwood's Larry Hiller. Doubek had come to make up Bette Carlin for a picture that Tony Venti was preparing to make.

Smith buttonholed the make-up artist. "I suppose you'll say I can learn to make a girl up."

(*Continued on page* 101)

2 Foundation is next. Here Doubek dots panchromatic cream over skin with fingers.

3 Fingers are dipped into cold water and foundation is smoothed over Bette's face.

4 Dark powder then is fluffed on generously to eliminate shine.

5 Excess powder is removed with a baby brush. Rouge is used only for color work.

6 Stiff brush removes traces of powder from the brows, and they're ready for penciling.

7 Eyebrow line is extended, and shaped if necessary, with pencil.

8 Eyeshadow is applied in the area between the lash and the line where the lid folds.

9 Black mascara is brushed on top and bottom eyelashes —heavier at outer corners.

10 Lip rouge is applied with pointed brush. First outline, then fill in.

PICTURES on the *Farm*

There's no time to pose for the photographer when the "hay must be got in." Note that more picture area is placed ahead of the action.

Take your camera to the country. You'll find many photographic opportunities among the rural scenes and industrious farm folk

By WILLIAM WHITAKER
Illustrations by the author

Everyday farm scenes such as this are charm-packed with country atmosphere. Children in the foreground ensure added interest.

PHOTOGRAPHERS—all of them—at some time in their careers are puzzled by one or both of the following problems: Where can I find new subjects for my camera? How can I lift the pictures I take to a higher photographic level?

You can cheer up, fellows; I have the answer to both of these problems, and the answer won't cost you a cent! You can find exciting new subects to photograph, and make your pictures more interesting than ever by going "back to the farm."

Camera enthusiasts of today can take a tip from the old masters when it comes to looking for subject material, the kind of subject material that appeals to the most people for the greatest length of time. Portraits were painted hundreds of years ago, and you create them with your camera today. Interior views also were popular subjects then, just as they are now; both the old masters and modern photographers favor still lifes.

But the old masters gave posterity many, many, fine rustic scenes that persons have enjoyed for decades; have you covered this subject with your camera? Have you tried recording the hundreds of scenes around any farm on your film?

Farm people make excellent models. The daily work with the soil and nature seem to give them greater character of expression. Their clothes are rugged, individual props that fit in perfectly with the scene. And last but not least, farms make ideal locations for taking superior and unusual photographs. But you don't have to accept this as truth, unless you want to—

a critical look about almost any farm will convince you of its photographic possibilities in fifteen minutes or less. Most folks who don't live in rural communities can get to a farm within an hour or two by bus, train, or automobile.

Right from the top of their weather-beaten silos to the bandaged toe of the smallest boy who lives there, farms are photogenic. And speaking of children, don't overlook a chance to snap a youthful farmer caring for his pet or a domestic animal; you'll be able to get a natural pose if you try hard enough, for farm children have no fear of the animals they work with every day.

Then there are photographic opportunities presented by the animals—calves, horses, goats, and lambs—themselves. While they make excellent shots as "portraits," don't forget the addition of children will add a lot of human interest and appeal.

On the subject of appeal, young animals and fowl evoke more "oohs" and "ahs" from the people who look at your prints and transparencies. Baby chicks, colts, and lambs pack more appeal than hens, horses, and sheep. Generally speaking, the same goes for human beings.

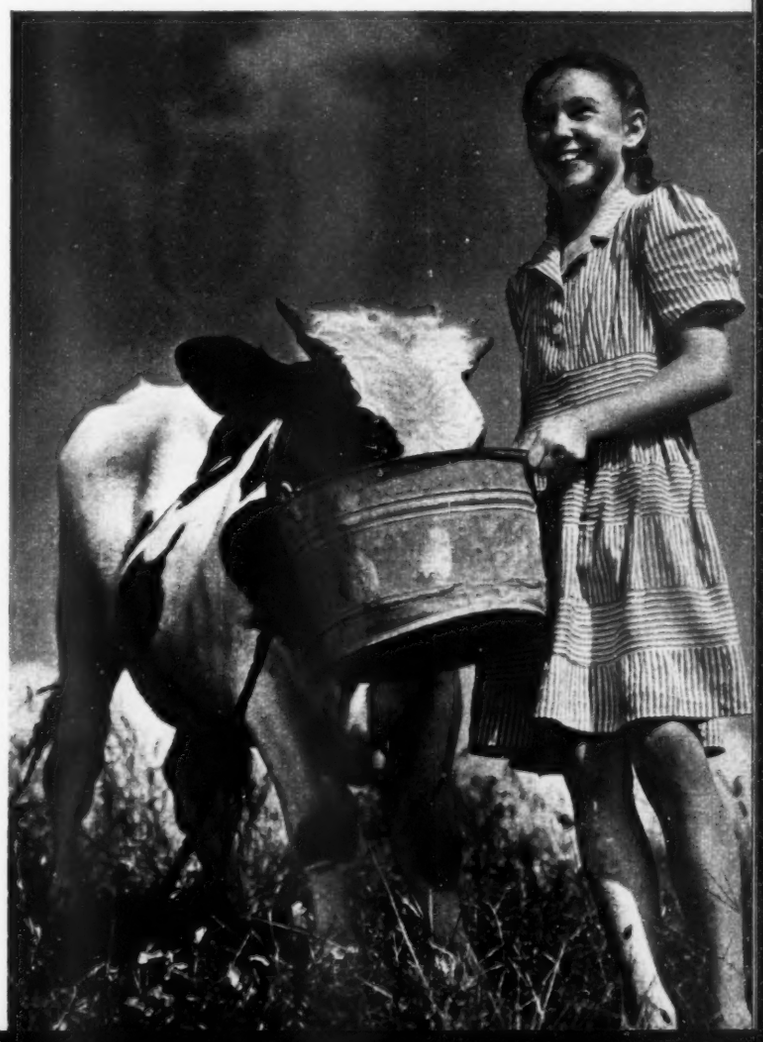
Let's say that you're convinced that you and your camera are going calling at one of the picturesque farms in an outlying district from your city or town. There is more to intelligently covering the pictorial possibilities afforded by the trip than just jumping out of the car and cocking the shutter, then letting it go. You'll miss some mighty good chances if you thoughtlessly skip from one subject to another without any method in your madness.

It is a simple matter for you to get the most out of your excursion. And the first step toward getting the most from a farm subject is to plan to stay there all day. Sounds like work, doesn't it? Well, it isn't! As a matter of fact, it's easier than chasing around trying to get results in too little time. With the whole day to take pictures, you can take advantage of all possible shooting locations; you'll be "on location" with the sun shifting to provide the kind of lighting you want. At least, if you don't get the illumination effects you'd like to, you will have the satisfaction of knowing that it's because of the weather, not because you made the mistake of going home too soon.

Another advantage of allotting (*Continued on page* 99)

Keen boy-girl human interest in this picture was heightened by getting the couple to focus their eyes in a common direction.

An appealing shot of the farmer's pretty daughter "doing the chores" is a natural for an alert lensman. Note low camera angle.



Candid shots have extra appeal because they record tiny facets of life, with no attempts at posing. Here man and boy sack potatoes as though no cameraman were present.

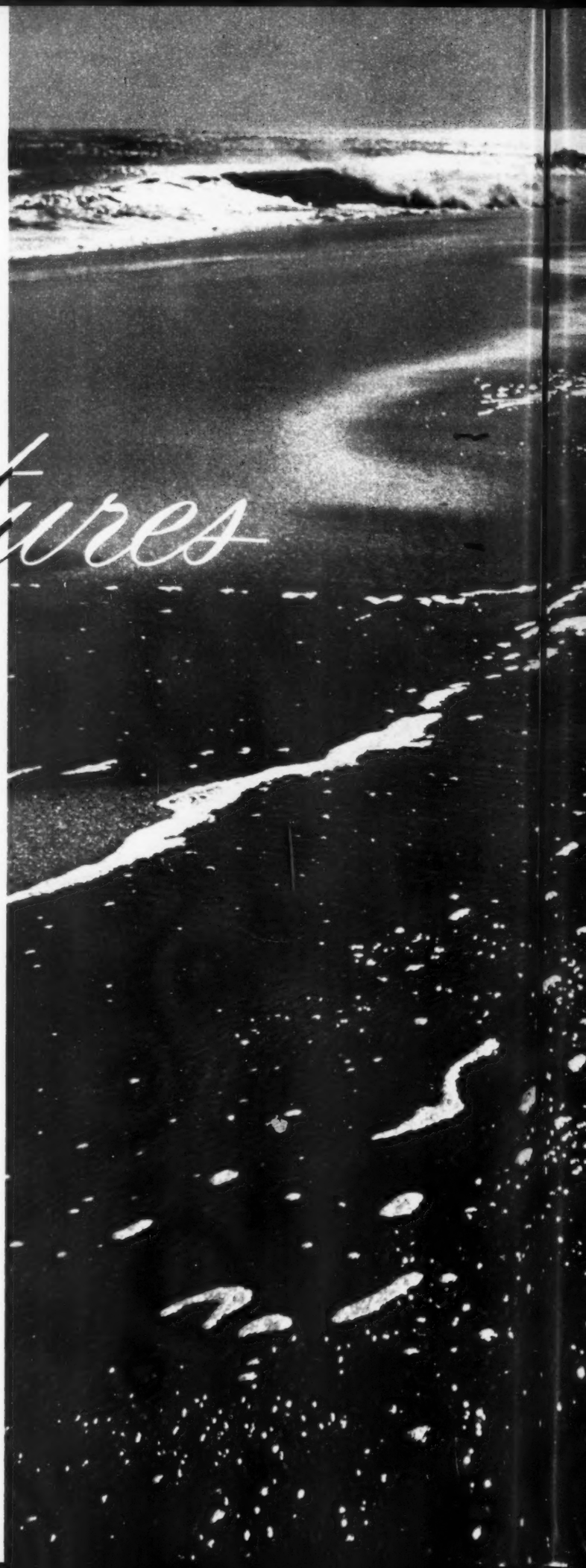
Pictures

THE PHOTOGRAPHS WHICH have been selected for reproduction on the following pages are an interesting cross section of the work being done by contemporary photographers in the United States. These prints make up a pictorial portfolio which embodies the camera work of a number of individuals, each of whom possesses a different approach to photography, a different technique, and a different background and outlook.

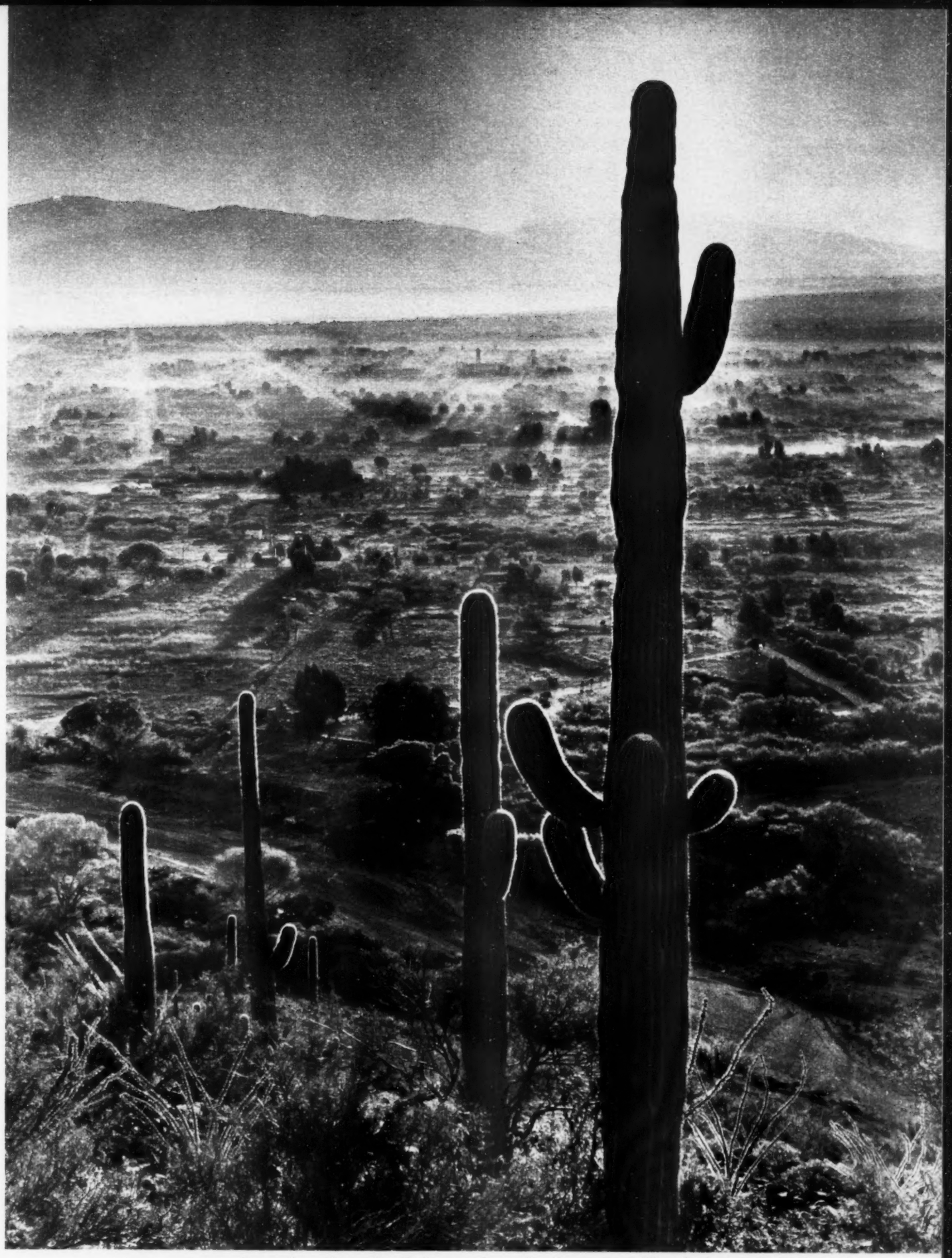
Among the picture-makers chosen for inclusion this month are Harold Corsini, Stephen Deutch, David B. Eisendrath, Eliot Elisofon, Andreas Feininger, Philippe Halsman, Fritz Henle, Bradley Smith, and Herman Wall.

Their photographs reveal what they have seen, and how they have reacted to that seeing . . . what moment and setting they have chosen to capture with a camera. And in this variance in choice of subject matter you have somewhat of an indication of each individual and his appreciation of the passing parade which makes up life.

For technical data and further information on these prints, see Notes on The Picture Section.



As it climbs towards infinity the Delaware coastline seemingly is stopped only by the curtain of the horizon, which drops down on it like the gray cyclorama of a stage. Photographer Eliot Elisofon of New York City has broken the monotony of this foam-flecked, wave-wet beach with his center of interest, flotsam brought in by the ocean and left to dry to driftwood.

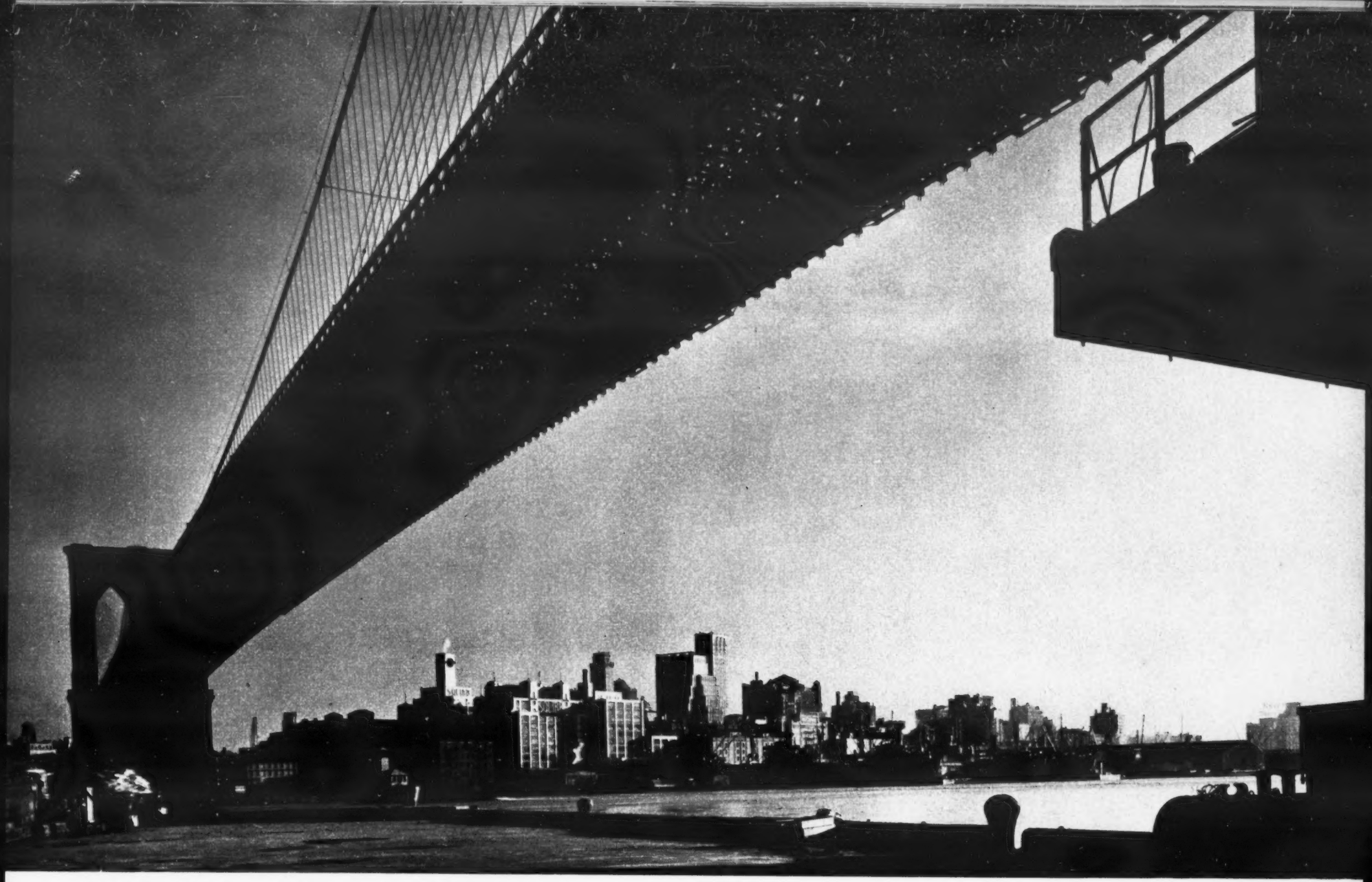


Giant saguaros, limned against the light as they rise from the hills which overlook the mist-shrouded reaches of Tucson, are made memorable by the camera of New York's Andreas Feininger.

←

Caught in the cross-glare of spotlights as she winsomely juggles a hoop, this ice skater and her shadows form a pattern and a picture which intrigued photographer Bradley Smith, New York City.

There is no pretense, no gloss, no sophistication, in this portrait by David Eisendrath, Jr.; rather it is a warm, genuinely perceptive picture of a person.

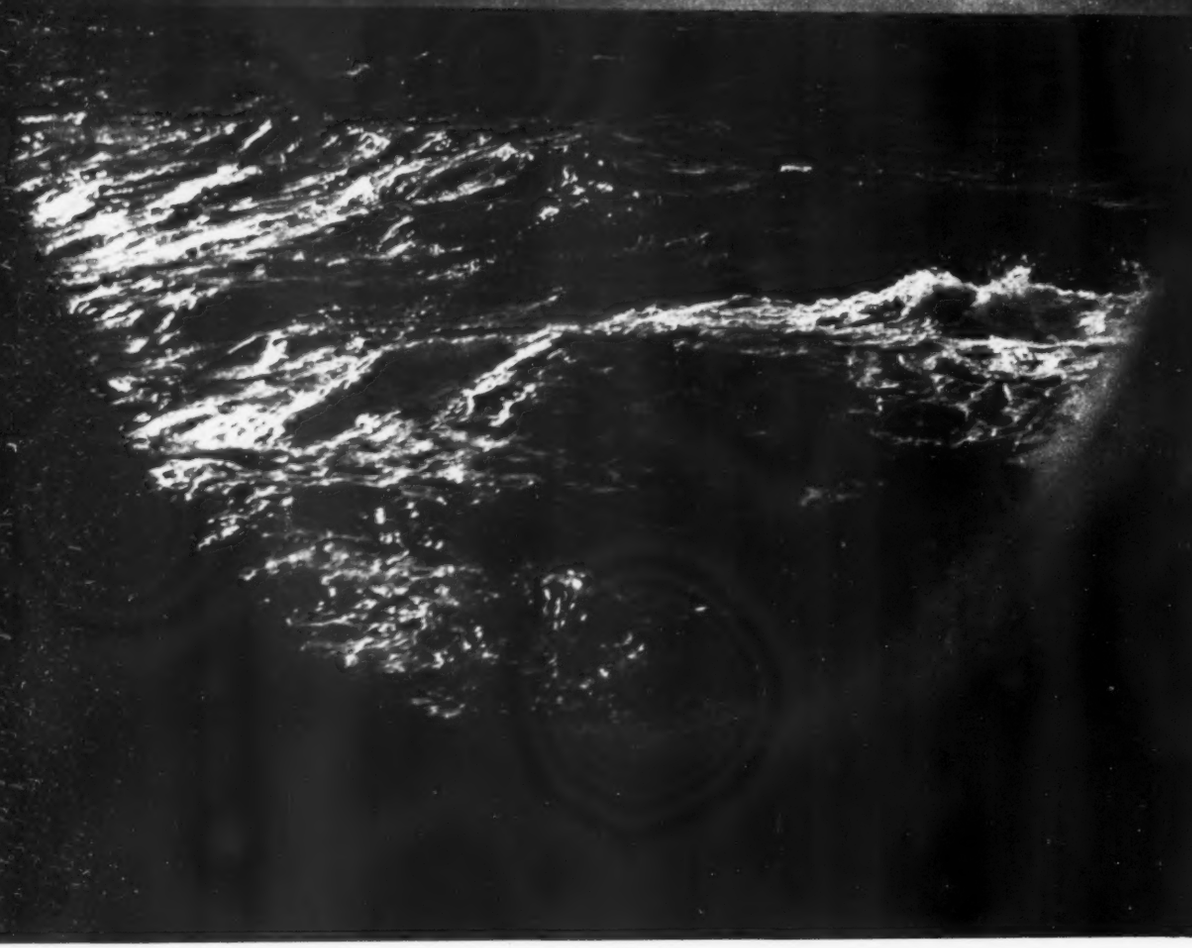


Harold Corsini chooses a waterfront view of New York City, frames it with the bold, black, inquisitive steel fingers of a bridge reaching from Manhattan to touch Brooklyn.

With this scene, photographer Fritz Henle effectively evokes the eerie mood, fury, and fire of a storm breaking over the starkly silhouetted towers of Taxco, Mexico.

In this print, titled "Negro Boy," Herman V. Wall of Los Angeles, California, has caught a quality of texture and detail which is superb in its fidelity, and a realistic appearance of depth and dimension. →

With a sure but gentle touch, Philippe Halsman of New York City creates a study of ballerina Ricky Soma, and emphasizes her tranquility with lighting, pose, and his choice of cropping for the photograph.



A roiled sea, capped with lowering clouds, spits bits of foam and froth in this portrait of the Atlantic Ocean, which Chicago's Stephen Deutch adeptly frames with the rim of a porthole.

HILLS AND SEA . . . The softly rounded hills, the back-lighted sea stretching out to the rim of the world, the feeling of tremendous space (how small the horses; how tiny the ship!) . . . here is a "shot" to inspire the worker in black-and-white to discover for himself the satisfaction and rewards of an excursion into color.

Kodak color includes Kodachrome Film for most miniature, sheet-film, and home-movie cameras . . . Kodacolor Film for most roll-film cameras . . . Kodak Ektachrome Film for processing in your own darkroom.

It's Kodak for Color

Kodak

BULLETINS

NEWS OF KODAK PLANS AND PRODUCTS

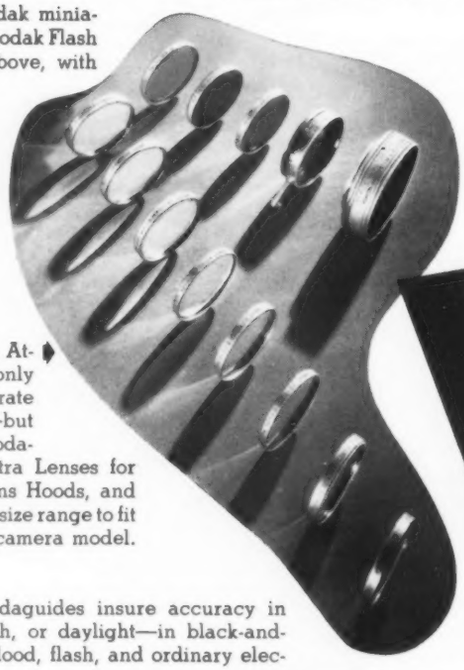
ACCENT ON "MINIATURE"

COMPACT CAMERAS . . . tiny needle-sharp negatives and full-color transparencies . . . imposing salon-size enlargements . . . huge screen pictures projected in full, rich color . . . fast lenses which permit snapshot exposures under a wide range of lighting conditions . . . workable depth of field even at high apertures . . . extremely wide range of choice in black-and-white film materials . . . full-color films for use with daylight, or photoflood and photoflash lamps . . . operating refinements and conveniences rarely found on even the finest of large-film cameras . . .

That's miniature-camera photography—a field of endless fascination for both amateur and "pro."

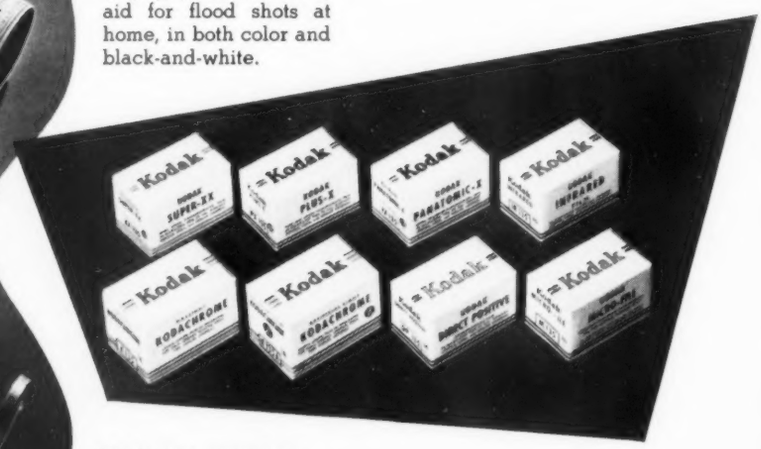
Basic instrument is a Kodak miniature camera, such as the Kodak Flash Bantam *f*/4.5 Camera (above, with accessory Kodak Flash-older), or a Kodak 35 *f*/3.5 Camera, Range Finder Model (pictured on the back covers of most October photographic magazines)

Efficient lighting units, such as the new Kodak Vari-Beam Standlight (right), provide smooth aid for flood shots at home, in both color and black-and-white.



FILTERS

Kodak Combination Lens Attachments provide not only a wide choice of accurate Kodak Wratten Filters—but also special filters for Kodachrome Film, Kodak Portra Lenses for close-up work, Kodak Lens Hoods, and Kodak Pola-Screens—in a size range to fit every popular miniature-camera model.



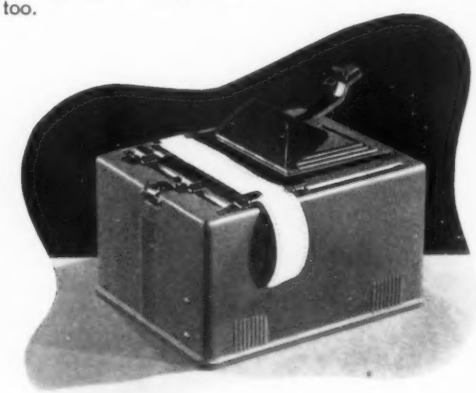
KODAK FILMS

These eight Kodak 135 Films suggest the wide selection of materials available for the miniature-camera user: super-speed films for night shots, fine-grained films for huge enlargements, infrared for spectacular scenics, Kodachrome Films for daylight and for shots in full color with photo lamps; special direct positive and copying films, too.

Reliable, inexpensive Kodaguides insure accuracy in color shots by flood, flash, or daylight—in black-and-white shots by daylight, flood, flash, and ordinary electric light.

FOR PRINTS

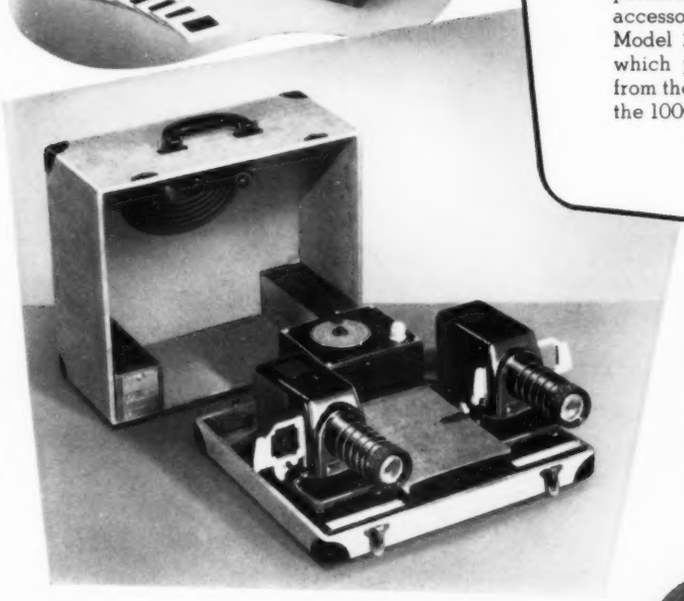
The sturdy, able Kodak All-Metal Printer, Model 3, has special guides for 35mm. film and 35mm. paper, for making strip prints, black-and-white positives for projection, and duplicate negatives. It also handles large negatives, up to $3\frac{1}{4}$x$5\frac{1}{2}$ and 4x5 inches.

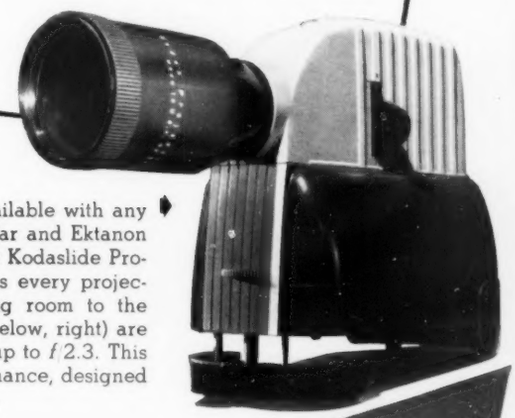


FOR SCREEN PROJECTION

ONE of the happiest of all combinations for full-color photography is a Kodak miniature camera and Kodachrome Film. With the simplicity of black-and-white, this film-and-camera team yields richly detailed transparencies in full color—for screen projection to imposing size, for full-color Kodachrome Prints, or for color prints in your own darkroom by means of the Kodak Dye Transfer Process.

Kodak offers many projection aids. At left, top, is the capable, inexpensive 150-watt Kodaslide Projector Model 1A, shown mounted on its accessory Projecto Case. At left, below, are two Kodaslide Projectors Model 2A, shown teamed with the Kodaslide Dissolve Control Outfit, which provides smooth continuous projection by fading each image from the screen as the next is faded in. And for maximum power, there's the 1000-watt Kodaslide Projector, Master Model (see below).





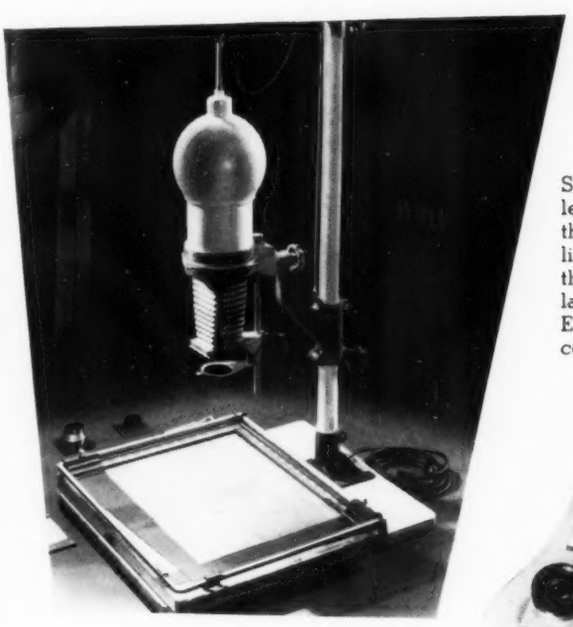
THE MASTER

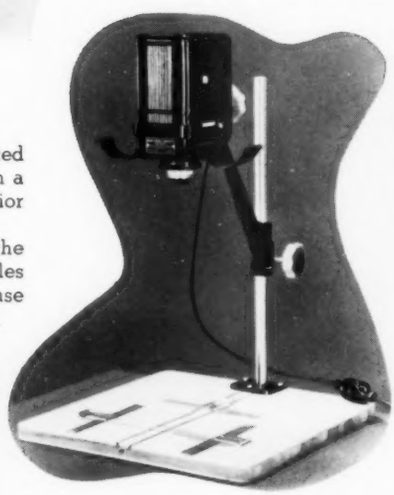
Compact, power-cooled, available with any of five Kodak Projection Ektar and Ektanon lenses, the superbly efficient Kodaslide Projector, Master Model, covers every projection situation—from a living room to the largest theater. All lenses (below, right) are Lumenized, with apertures up to *f*/2.3. This is a unit of masterful performance, designed for those who want the best.

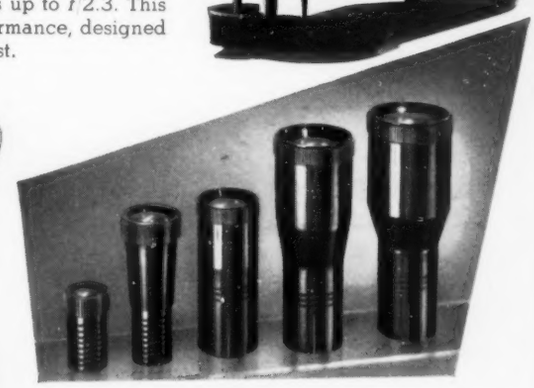
FOR SUPERIOR ENLARGEMENTS

Brilliantly engineered Kodak enlargers, highly corrected Kodak enlarging lenses, fast Kodak sensitized papers in a great variety of surfaces and sizes—these spell superior enlargements from miniature negatives.

Basic big enlarger for miniature-camera users is the Kodak Precision Enlarger Model A, below. It handles negatives up to $2\frac{1}{4}$x$3\frac{1}{4}$ inches; the illumination (diffuse source plus condensers) is ideal for miniature negatives.

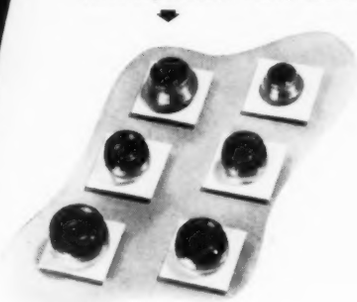






For compactness, the Kodak Portable Miniature Enlarger is a perfect design. It accepts 35mm. and Kodak Bantam negatives; has a triple condenser illuminating system, a choice of Kodak Ektar and Ektanon lenses; disassembles and tucks away in a small case. The entire unit weighs only 12 pounds.

Superbly computed Kodak enlarging lenses yield crisp, detailed prints; their Lumenizing assures extra brilliance, and clean tonal separation in the print shadows. Both the Kodak Enlarging Ektanon Lenses and the Kodak Enlarging Ektar Lenses (even finer for color-separation work) are available.



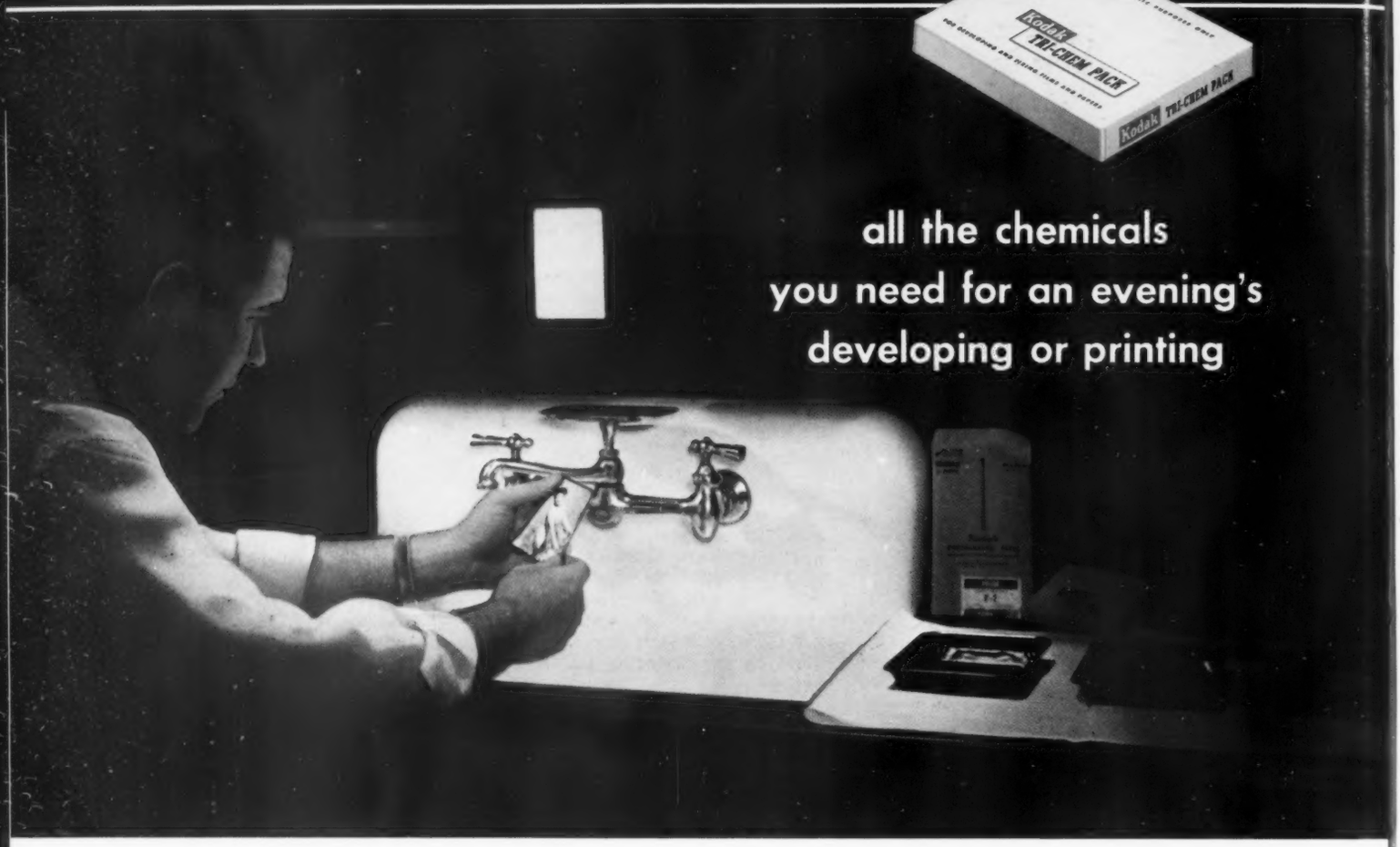
See your Kodak dealer

KODAK products are sold through Kodak dealers, any of whom will be glad to complete descriptions of Kodak products which are mentioned in these pages. Usually, too, they will give you opportunity for firsthand inspection of the advertised items.

And in matters of general photographic information your Kodak dealer will be found to be well and soundly informed.

Kodak

Now—in one small kit...

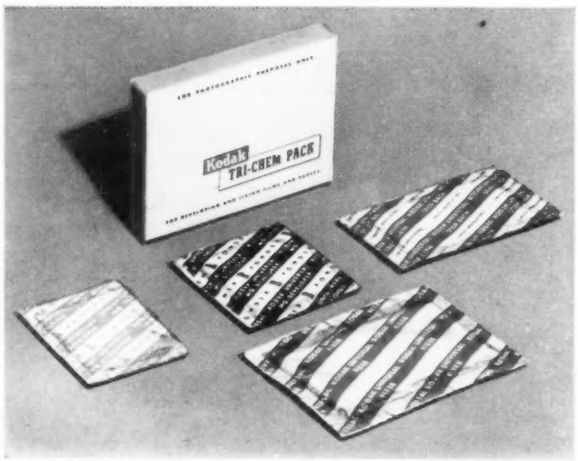


Kodak Tri-Chem Pack saves time, saves trouble, saves chemicals. It's especially convenient if you develop and print in your kitchen or bathroom. You make what you use; use what you make; no surplus to bottle and store. And you can depend on uniform results—with fresh, new chemicals every time.

Each Kodak Tri-Chem Pack makes 8 ounces of developer, 8 ounces of stop bath, 8 ounces of fixer . . . enough to process two rolls of 620 film, or fifty 2¼ x 3½ prints, or their equivalents.

Mixing's quick and easy. Tear off corners of packets and pour contents into prescribed amounts of water. (Detailed instructions with each kit.)

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.



Each Kodak Tri-Chem Pack contains:
Kodak Universal M-Q Developer;
Kodak Universal Stop Bath with Indicator;
Kodak Universal Fixer—all in foil packets.
Price 20 cents.

Price subject to change without notice.

"KODAK" IS A TRADE-MARK

Kodak

The letter "T" shows this Taylor-Hobson Cooke lens is calibrated in the new system.

Here Comes the T-STOP

By BRUCE CRAWFORD

This new lens calibration system is based on actual light transmission. It compensates for losses by absorption and reflection to provide equal exposures at a given stop with any lens

EVERY once in a while the forward march of science renders obsolete some principle or system of operation that we have come to think of as so basic and fundamental as to be really permanent. That is what is beginning to happen to the old, familiar *f/* number, which became universally accepted soon after its adoption in 1900 by the International Congress of Photography in Paris. First steps now are being taken to replace it by the T-stop, which takes into consideration the light actually transmitted as well as the relationship between aperture and focal length.

The *f/* system, when adopted, fulfilled a long-felt need for standardization. Various systems for indicating apertures had been in use, side by side, to the confusion of the average photographer and the complete bewilderment of the rank beginner. Universal acceptance of the *f/* system brought order out of chaos then, and it is only in recent years that its usefulness has been subject to question.

A brief explanation of the purpose of the *f/* stop will be of value to the beginner. When we take a picture, we must admit light to strike a film which has a fixed degree of sensitivity to it. Film of a given sensitivity must always receive the same amount of light to make a good picture, whether the day be cloudy or bright—whether the subject requires a fast or slow shutter speed. Thus we must open the lens wider to admit more light when the day is dark, and we must close it part way when the sun is bright.

For measuring the amount of light we let in to the film, every lens is marked in what are known as *f/* stops. Each stop represents a different size of the lens opening (or iris diaphragm), and therefore lets in a different amount of light. An *f/* number is simply a name for a quantity of admitted light. Lenses are marked with these numbers so that we can give the film any given amount of light we want.

The basis of world-wide standardization on the *f/* stop system was its apparent uniformity. The *f/* number is equal to the focal length of the lens divided by the diameter of the iris diaphragm at any point in its adjustment. Since this ratio applies to any lens of any speed or focal length, we have fallen into the habit of thinking that equal *f/* values would produce equal exposures. Theoretically, this is true—but in practice it does not work out.

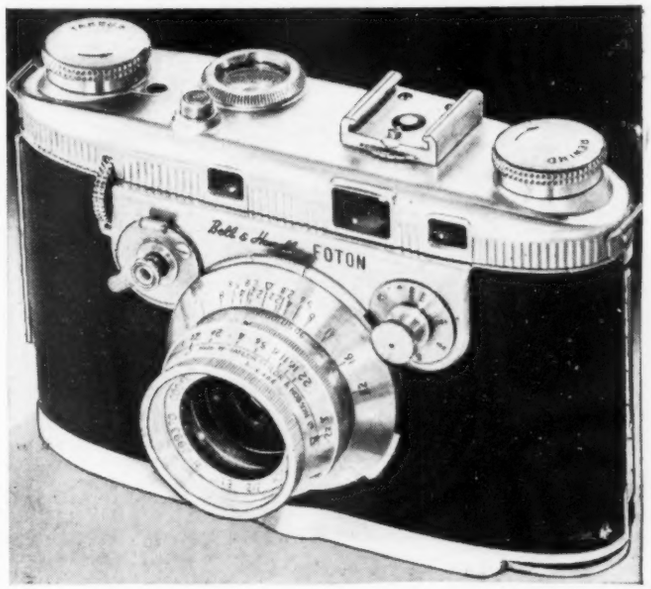
The *f/* system would work out perfectly if it were not for certain factors other than focal length and aperture which also influence the amount of light that a lens transmits. The most important of these are reflections from glass-to-air surfaces and absorption of light by the glass itself. The more elements in a lens, or the thicker the elements, the more light is lost by reflection or absorption.

Lens coating minimizes losses due to reflection, and coated surfaces lose only about 1 percent of the light as against approximately 4 percent for uncoated surfaces. Thus a coated lens with four air-spaced elements (eight glass-to-air surfaces) would transmit 24 percent more light than an identical lens without coating.

When photography was young, most lenses were relatively simple with few elements and no coating. This simplicity permitted the use of the *f/* stop system with comparatively little error. Certainly no more than the latitude of the film then in use could absorb. But lenses have become faster and more complex, composed of more elements. Coating has increased the transmission of some lenses. Color films with relatively little exposure latitude have come into everyday use. Today's lenses no longer can be measured with yesterday's yardstick.

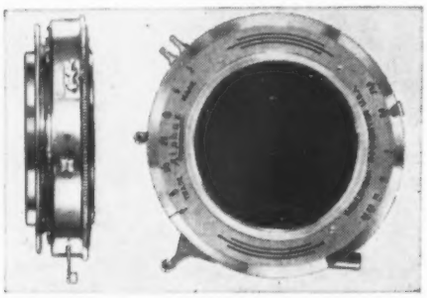
With the exception of Hollywood, and a few newsreel cameramen who have long been scratch-calibrating their own pet lenses according to actual light transmitted at the various apertures, the picture-making public has known little and cared less about the decreasing uniformity of exposure. But many leading optical laboratories, aware of the problem, have been working quietly on it for several years. Also aware of the need for a new method of lens calibration, the American Standards Association, which determines all basic measurements and measurement methods used in American industry, asked the Society of Motion Picture Engineers to correlate the work and ideas of these various (*Continued on page* 111)

First camera with a T-stop lens as standard equipment is the Bell & Howell Foton, de luxe 35-mm miniature to be announced soon.



TRADE NOTES AND NEWS

AUTOMATIC SYNCHRONIZATION for all types of flash lamps without the need of external trippers (solenoid or mechanical), is one of the features of the new Synchromatic-Alphax Shutter for longer focal length lenses, introduced by the Wollensak Optical Co., of Rochester, N. Y. The indica-



Shutter synchronizes without external trippers.

tor level is at the top of the shutter, and has only two positions, "X" and "M" to determine the degree of delay. Prices are $33.75 for the No. 4 shutter, and $37.50 for the No. 5. Synchronization is $10 for either shutter.

CHECK THE DIRECTORY section of this issue of POPULAR PHOTOGRAPHY for new and old items of photographic equipment that are on the market today. New products announced too late to be included in the directory section appear here in the TRADE NOTES department, together with new items in classifications for which detailed descriptions are not provided in the directory. Look under the appropriate directory headings for new items announced this month, such as the Patrol wrist-type exposure meter manufactured by Warren-New York, Inc.; the Vidax camera manufactured by the Vidmar Camera Co.; the Spartaflex and Spartus f/3.5 cameras made by the Spencer Co. of Chicago; the new Cine-Kodak Special II 16 mm movie camera announced by Eastman Kodak Co.; the Hi-Liter spotlight made by GoldE Mfg. Co.; the Mycro miniature still camera imported by Mycro Camera Co.; the new Argoflex Model EM; and the Selectro-slide projector manufactured by Spindler and Sauppe.

FOR ROLL FILM sizes from 35 mm to 2½x4¼, Arel, Inc., has introduced its new Arel Tank Outfit. The unit includes an adjustable developing tank and reel, 32-oz. bottle of FR developer, a bottle of Kent Acid Fixing powder, 2 film clips, and a handbook on developing and printing. The complete unit will sell for $3.95.

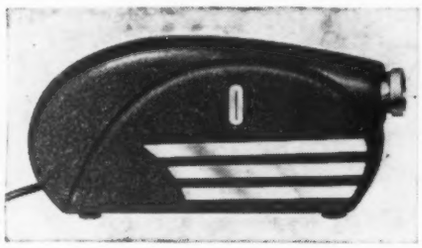
A NEW FLASH SYNCHRONIZER that features a "non-recoil" head has been placed on the market by DeMornay-Budd, Inc., 475 Grand Concourse, New York 51, N. Y. The new Adjustable Synchronizer consists of a battery case, bulb ejector for

Flash synchronizer features "non-recoil" head.

standard base bulbs, two side-lighting outlets, a remote control outlet, an encircling bracket to fit all cameras, and a midget bulb reflector. The price is $31.80, including tax.

A WIDE-ANGLE LENS for all 8-mm cameras has been introduced by the distributors, Service Photo Suppliers, Inc., 151 W. 19th St., New York, N. Y. The new Widax Anastigmat is a 7-mm coated f/2.5 lens that quadruples the area of view, and is corrected for color, astigmatism, and spherical aberration. For complete information and prices, write the distributors.

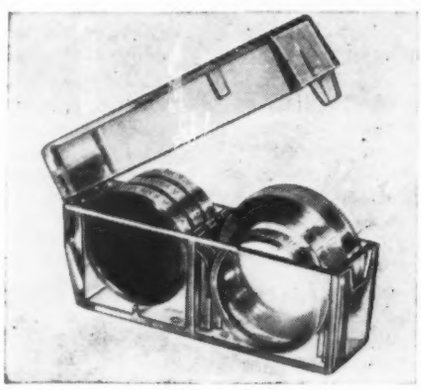
A NEW PROJECTOR designed for 16-mm double-frame color transparencies has been placed on the market by the American Masterpieces of Bell, Calif. The new Projecto-



Aluminum projector takes 16-mm transparencies.

Master is made of cast aluminum, and features heat resisting condensers, 50-watt illumination on 110 volts, a-c, or d-c. A picture 20x30 inches is thrown on the screen at a distance of 12 feet. For complete information and price, write the manufacturer.

A TRANSPARENT CASE for filters has been added to the filter line of the Tiffen Mfg. Corp., 71 Beekman St., New York 7, N. Y. The new Filter Safe holds 5 filters and an adapter ring with springs in each compartment to hold the filter firmly. Made

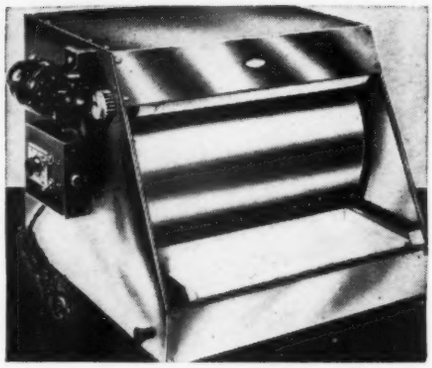


Springs hold filters tightly in plastic case.

of transparent plastics with a hinged spring top, the cases are available in two sizes; for Series V filters, priced at $1.25; for Series VI filters, priced at $1.40. For additional information, write the manufacturers.

TWO USEFUL ACCESSORIES have been offered by Person-Hickrill, 240 So. 12th St., Salina, Kan. The Lumitrol allows flood units to be placed for composition while at a low light output. When the pose has been obtained, the lights are switched to "Hi" for exposure. The Projectotrol is a master control for projector and room lights. The unit comes with carrying bag and 10-foot cord. The price of each unit is $4.90. For complete details, write the manufacturer.

A NEW DRYER has been placed on the market by Fedco Products, 37 Murray St., New York, N. Y. The new Fedco Drum Dryer is electrically driven with a variable speed drive for both glossy and matte prints.



Drum Dryer takes forty 11x14 prints per hour.

It takes up to forty 11x14 prints per hour, and operates at 120 volts, a-c, or d-c, at 350 watts. Features include fan motor cooling, built-in squeegee, and a replaceable, washable cloth belt that is self-aligning. Price is $150, plus tax.

AN INEXPENSIVE CAMERA featuring twin lenses, and a large viewfinder, has been introduced by the Herbert George Co., of Chicago, Ill. The new reflex-type Herco-Flex uses 620 size roll film and takes twelve

New reflex camera takes twelve pictures per roll.

2¼x2¼ exposures. The camera has a fixed focus 75-mm lens and comes complete with neck cord. The price is $4.95.

WIDE-ANGLE VIEWFINDERS for use with the new Elgeet Wide Angle lens, and adaptable to all 8-mm movie cameras, are now being marketed by Elgeet Optical Co. of Rochester, N. Y. Types 701 and 702 are made for Revere cameras, and mount directly on cameras; Type 703 is designed for the Bell & Howell Tri-lens Turret; and Type 700 fits directly on all makes of movie cameras. Write the manufacturer for complete information and prices.

FOR INCIDENT LIGHT measurements, the manufacturer of the Weston exposure meter has introduced an adapter that snaps into the photocell socket of any Weston Master Universal meter.

A PROCESS TO PREVENT falsification of photographs and printed documents has been announced by Marinag International, Inc., 202 E. 44th St., New York 17, N. Y. This is achieved through the use of a special sensitized paper on which an image can be produced on front and back layers. A true picture is visible on both sides. Write the exclusive agents for complete details.

TO PERFECT TECHNIQUE in printing and enlarging, the Mimosa American Corp. has introduced its new Mimosa Instruction and Practice Kit which includes practice negative sets and a specimen positive. Other items include adjustable focusing film, Com-

(*Continued on page* 100)

For ACTION shots—insist on GRAFLEX!

This startling action photograph of a hurdler typifies the kind of pictures you can take with a Graflex-made prize-winning camera. Whether you're interested in outstanding pictures of *general subjects* or unusual photographs with excellent definition, look to the famous Graflex line of precision equipment. See your Graflex Dealer. For literature describing prize-winning cameras, write to Room 226, Graflex, Inc., Rochester 8, N. Y.

ENTER THE 1948 GRAFLEX PHOTO CONTEST—$5,000 IN PRIZES

With any Graflex-made camera you can take pictures that may win a prize in the great 1948 competition. 62 prizes! Two divisions: *Action* and *Feature!* Three big groups: Teen-agers, Non-professionals, Professionals! *Plus* Color Section! Get entry blanks from your dealer.

GRAFLEX PRIZE-WINNING CAMERAS

Western Division, 3045 Wilshire Blvd., Los Angeles, Cal.
New York Sales and Service Offices, 50 Rockefeller Plaza.

WHO'S WHO

News & Comments about Photography and Photographers

Conducted by H. P. SIDEL, director of THE SCHOOL OF MODERN PHOTOGRAPHY

• Two "sons" of SMP

In Lancaster, Pa., two more SMP grads have opened a studio together—and if there ever was a partnership that had to happen—this is it!

ROBERT THOMPSON and FRED HUSSON grew up in two small towns, side by side in Pennsylvania. Both became amateur photo-fans. Both entered the Air Force. Both enrolled in the Air Force Photography School, Lowry Field, Denver. Yet they never even knew each other until both took jobs with the same photo-finishing concern. There, a warm friendship developed—and they decided to make a go of a HUSSON-THOMPSON studio. They agreed on SMP for the best training—enrolled and graduated together. HUSSON is the portrait artist of the team (left), THOMPSON, a specialist in architectural photography (above). Between them they have built up quite a business in and around Lancaster—as we all knew they would. Good luck fellows!

• P.S. on the Gallaghers

Remember JOHN and MARJORIE GALLAGHER. Two months ago we predicted big things for this gifted husband-and-wife team. Well—they're going places! A few weeks after they graduated they opened their own studio in Mamaroneck, N. Y. They tell me the first thing they did was blow up to 16"x20" the SMP ad that told their story, and paste it on their window. That's one way a lot of grads get business.

• SMP Svengali

No—this isn't Inner Sanctum. The gun-holding gentleman at right is my good friend, ROY CRUMLEY—a genius at shooting crime and "violence a la carte" . . . to illustrate magazines, of course.

CRUMLEY has been on SMP's staff for more than 5 years. His specialty—model direction. It's a treat to watch him work. He builds up tension by telling a story, or playing a record (very ominous)—or he'll even scare a girl half out of her wits. But he always gets the expression he wants. Students pick up the knack very quickly—become almost as expert at "photo-psychology" as Roy is. His photos pack a terrific punch.

• FREE—Armchair Tour of SMP.

Your name and address on coupon below gets you FREE an interesting, revealing "inside story" of SMP's world-famed studios and labs. See how careers are born—where yours can start.

H. P. SIDEL, Director
THE SCHOOL OF MODERN PHOTOGRAPHY
136 East 57th Street, New York 22, N. Y.

Send me FREE "Camera Tour" Brochure.

Name.....
(Print)

Address..... P10

NOTES ON THE PICTURE SECTION

PAGES 64, 65

The introductory photograph in this month's picture section is the work of Eliot Elisofon, magazine photographer, whose exploits and adventures have been mentioned in some detail in recent columns of our regular feature, *the Magazines*. In making this portrait of the Delaware coastline, Elisofon used a Linhof Technika, 3¼x4¼, Super-XX film, a medium yellow filter, and an exposure of 1/50 at *f*/11.

PAGE 66

Trixie on Ice, by Bradley Smith of New York City, was originally shot while the photographer was on an assignment for a picture magazine. The setting was the Boston Gardens, one of the largest ice arenas in the United States, and at the time the Ice-Capades was holding forth. Smith, instead of reclining up in the stands with the other patrons, was down on the ice, freezing his feet and making pictures. He used a Rolleiflex camera, Super-XX film, and shot at 1/25, *f*/5.6.

PAGE 67

Andreas Feininger is a slim, German-born, scientific-minded cameraman who is one of the brightest stars in *Life* magazine's photographer-studded firmament. Recently he produced, after a nationwide journey, a series of penetrating studies of the American scene, some of which *Life* published in a feature titled *Man-Made Landscapes*. Acknowledged as one of the finest technical minds in photography, Feininger is working on a four hundred page book, to be one of the most complete treatises ever written on photography. It will be titled *"Feininger On Photography,"* and will be published next fall by the Ziff-Davis Publishing Company, Chicago. This cactus and hillside scene which appears in our picture section will serve as one of its illustrations. To make it, Feininger used a Rolleiflex, Eastman Super-XX film, and an exposure of 1/200 at *f*/5.6.

PAGES 68, 69

The print of a British stoker which appears on these pages is the work of free-lance photographer David B. Eisendrath, Jr., of New York City. Originally made for the New York newspaper *PM*, the photograph is now owned by that paper's successor, the *New York Star*, who has given permission for its use.

Eisendrath was assigned to meet at sea the SS Glenwood of London, a British-owned freighter of about 9,000 tons, and to make a picture story on its personnel. He spent several days aboard her, photographing the crew, and admiring their ability to put up with their typical living conditions.

The subject of Eisendrath's portrait study is David Osborn, an engineroom stoker who had been at sea for more than twenty-five years, and said that the occupation was a convenient way to support a family he seldom saw. When asked about his hobby, Osborn replied that his greatest enjoyment was sleeping.

The photographer used a 4x5 Speed Graphic, Super-Panchro-Press, Type B, three Press No. 40 bulbs on extensions, and an exposure of 1/100 at *f*/32.

PAGE 70

Brooklyn Bridge, a print made by Harold Corsini of the Standard Oil Company of New Jersey, was photographed on an assignment requested by that organization. The picture was made late in the afternoon when the sunlight had a definite angle, and the viewpoint was chosen so as to silhouette the bridge against the sky and to make the buildings across the East River, ordinarily dim and indistinct because of smoke, grime, and steam, stand out more strongly. This bridge, the oldest one connecting Manhattan and Brooklyn, still is considered the most beautiful of the East River bridges. Ironically enough, at the point where this photograph was made there is located a pier where a great deal of New York's garbage is loaded in scows to be carried to the sea and dumped. Corsini used a 3¼x4¼ Linhof camera, a light yellow filter, Super-Panchro-Press, Type B film and an exposure of 1/25 at *f*/22.

PAGE 71

Fritz Henle feels that the scene which appears on this page is deeply symbolic of Mexico, a country of violent storms and great upheavals. Shooting in Mexico for his picture-book on that country, he had been visiting friends in Taxco, and stepped out of their house to see thunderbolts coming down continuously over the distant Sierra Madre mountain range. By the time he had obtained his camera, the storm was directly overhead. Henle used his Rolleiflex, Ansco Supreme film, and a time exposure of approximately twenty seconds at an aperture of *f*/3.5.

PAGE 72

Photographer Philippe Halsman, whose story *Ballet on the Beach* appears in this issue, made the portrait of Ricky Soma which appears on this page.

The story of Halsman and Ricky Soma's portrait is a fascinating one, and woven of the stuff of which dreams are made. One day he had to select a young ballerina for some photographs which he required, and going to the Metropolitan Opera, found the ballerinas ready backstage for an exotic ballet. Since it was quite dark there and the dancers had painted faces, all were completely unrecognizable, and few held any appearance close to their real-life look. He selected one unknown girl because he liked the bone structure of her face. Her name was Ricky Soma.

When she appeared at his studio he had an agreeable surprise; she was a very beautiful girl, and an unusually gifted model. Halsman posed her, using very simple lighting consisting of two big floodlights in front, and one spotlight on her hair, and shot at 1/5, *f*/11, on Isopan film, using his own personally designed twin-lens reflex. The sitting resulted in several interesting portraits, all liked by Halsman.

About a year later, the editors of *Life* saw one of the pictures, selected it for a cover, and as such it appeared on the newstands. Most Hollywood studios immediately called Ricky Soma, and one studio chief, after seeing the shot, jumped into a plane, flew to New York, and returned to Hollywood with the young ballerina that same evening.

Halsman, himself, has no idea as to how this modern Cinderella story will end; right now his subject is under contract to the same moviemaker who made stars of Ingrid Bergman and Jennifer Jones.

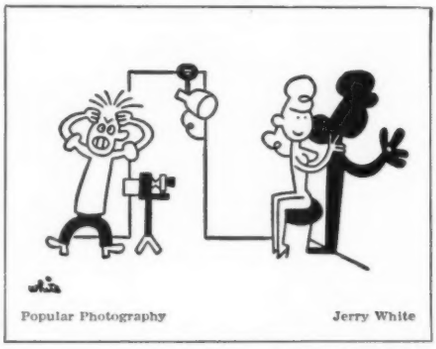
PAGE 73

Negro Boy, by Herman V. Wall of Los Angeles, California, is remarkable for its complete fidelity of detail, rendition of tone and texture, and appearance of depth and dimension. The photographer used a 4x5 Auto Graflex, Defender Arrow Pan film, and an exposure of 1/90 at *f*/16. No other lighting than daylight was used.

PAGE 74

Stephen Deutch, in the years that he has been in the United States, has carved out for himself a rather enviable niche in the world of commercial photography. He is a shy and sensitive, but tremendously competent photographer.

To him, this scene of the sea through a porthole is a significant one, for it was the first shot he made when he came from France to the United States, and it was taken just as his boat entered American territorial waters. He was slightly dazed from a rough voyage on choppy seas, and was emotionally keyed up on approaching the United States. His wife was seasick and his six-months old daughter equally unhappy, and as he opened his porthole, he almost fell through it in his excitement as the ship rolled from side to side. Rolleiflex, Super-XX film, 1/100 at *f*/11.



Popular Photography — Jerry White

By SIMON BRUNO

FLYING START toward PHOTO-STARDOM

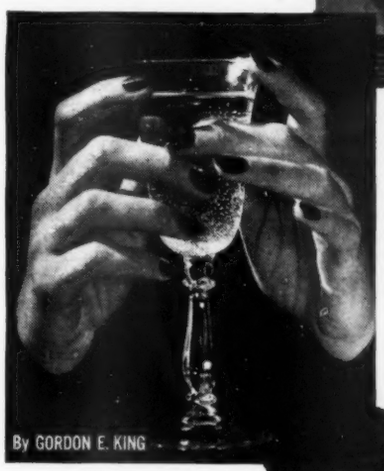
Shooting with the stars of the photo-world are hundreds of young careerists, recently graduated from America's largest SCHOOL OF MODERN PHOTOGRAPHY. Though they came from many lands and from every one of the 48 states, they had one goal in common—speedier success through superior training. Professionals now in every branch of photography, they found in SMP's famed schooling what they had come for—a flying start to success in photography.

1. "Down to earth" came amateur SIMON BRUNO, when his high-flying ambitions led him from studio to studio, seeking a camera career. "Experience or training!" they insisted. Eager for the skill that professionals demand, he toured one photo-school after another. His choice . . . SMP! Now, a trained careerist, he has discovered vast, new opportunities. Television is his goal, where he will capitalize on his flair for fashion photography.

By BERNARD McMANUS

2. Heir to a photo-dynasty is BERNARD MCMANUS. Grandson of an official photographer for West Point and Princeton, son of a New York commercial camera ace, his course had long been set for SMP. Swiftly armed by SMP's famed up-to-the-minute methods, his talents flowered. In his Dad's studio, his fine technique (see above) has made him a credit to a distinguished family of photography.

3. Toasting "the wonderful staff at the SCHOOL OF MODERN PHOTOGRAPHY," GORDON E. KING is already celebrating his "flying start" toward stardom. Only months ago, he was an amateur, bursting with yearning for a photo-career. Resolutely looking forward to a long, hand-over-hand climb, he sought the guidance of SMP's faculty of celebrated stars. Yet, so speedily did he acquire professional facility, so quickly did SMP-aces teach him the "tricks of the trade" that he stepped immediately from SMP's cosmopolitan atmosphere into a fine post with one of Indiana's leading studios.



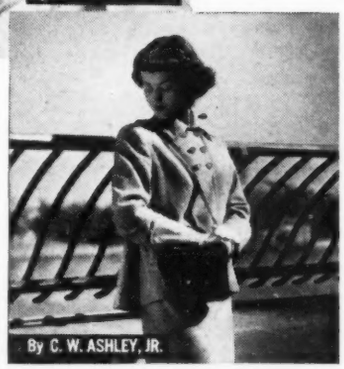
By GORDON E. KING

By JOSEPH DE RIGGEE

4. "A family affair" is JOSEPH DE RIGGEE'S busy Massachusetts studio. With Mrs. D. he has built a flourishing business in just two years—but recalls 6 years of unrecognized freelancing, before his decision to return to school. Like careerists the world over, chose SMP—and success. "At present," he writes, "we're booked solid for 2 months."

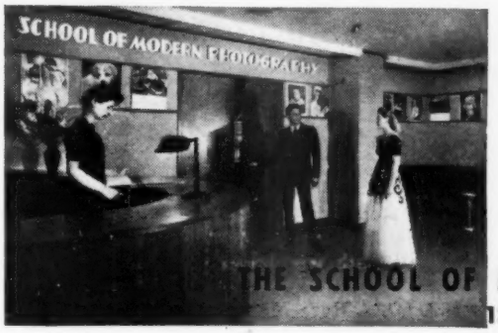
5. Highest Honors come naturally to ARTHUR HEITZMAN. Awarded a 4-year engineering scholarship, a brilliant career lay before him. But it had been the camera, not the compass, that filled his teens with thrills. Which life for Heitzman? On an exciting camera-tour of the world in the Navy, he found his answer. Vocational counselors told him of the modern training many receive at a good school. After careful consideration he beelined for SMP. Now a skilled professional (see right), he plans to win new honors in the lush fashion field.

By A. C. HEITZMAN



By C. W. ASHLEY, JR.

6. "Fenced in!" say many freelancers about their careers. Reason: Stardom demands advanced techniques. Breaking off freelancing in Ohio, C. W. ASHLEY, JR. headed for SMP's world-famed instruction — gained a flying start on a new career. Confident now of his ability, he's off to Los Angeles — and brighter horizons.



7. This is the way to photo-success! "Springboard to fame" for careerists of all ages is SMP where specialized courses and advanced techniques are available. *Tuition fees?* surprisingly moderate for complete study programs, *day or evening*. For outline of courses, visit SMP—or write H. P. Sidel, Director, Dept. P10.

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Hidden Faces

(*Continued from page 67*)

proach of Tana Hoban with the approach of most amateurs, it is easy to see why results are so different. Suppose Dad decides to take a picture of Junior on his fourth birthday. First, Mom makes sure that Junior is freshly washed and starched. Next, Dad must arrange an elaborate lighting set-up and drag out every last piece of equipment he owns, making Junior restless and uncomfortable.

The trouble is that Dad is trying to make a traditional portrait of his child. And this kind of photograph is difficult and trying, both for Dad and for Junior. Dad and Mom could achieve much better results if they took some hints from Tana Hoban. In the first place, the simpler the equipment and the more natural the surroundings, the better the picture. For

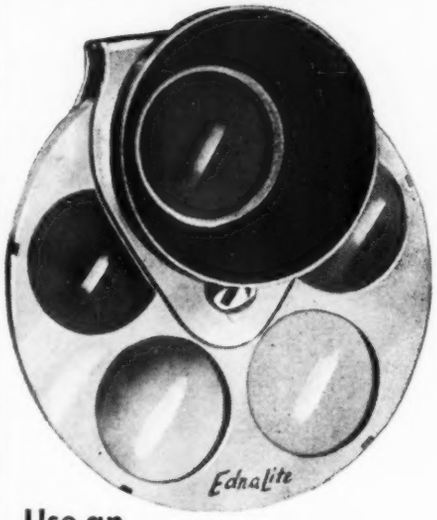
A world upside down looks fine to this little boy. Tana Hoban works fast since children change their positions rapidly.

this reason, children's pictures are most easily taken out-of-doors. (Miss Hoban sometimes uses a tin-foil reflector or a white board to fill in shadows.) Indoors, try to take advantage of natural light and simple artificial lighting.

Miss Hoban has no fixed lighting set-ups, but she usually uses at least two floodlamps—No. 2's or No. 4's,—and sometimes four. She places them according to the situation at a given moment, but she always places one twice as far from the subject as the other. Sometimes she adds a spotlight for accent, placing this light higher than the two floods. For these indoor photographs she most frequently uses a 3¼x4¼ Graflex camera and Super Panchro-Press Type B film.

All of Tana Hoban's illustrations used with this article were made with her Graflex and 6½-inch Cooke *f*/2.5 lens. Lighting set-ups varied according to the subject. For example, two No. 4 floods and a baby spot backlight were employed in photographing the mother and child; two No. 4 and two No. 2 floods were used in making the picture of the youngster puzzling over his shoe laces, the baby playing peek-a-boo, and the little girl stuffing aprons into her dresser drawer. Exposure for all these indoor shots was 1/50 second at *f*/5.6 on Type B Super Panchro-Press. The backlighted outdoor shot of the youngster giving her doll a sunbath was taken with the same equipment and shutter speed at an aperture of *f*/16. Here Miss Hoban made use of her

Stop fumbling with filters!



Use an
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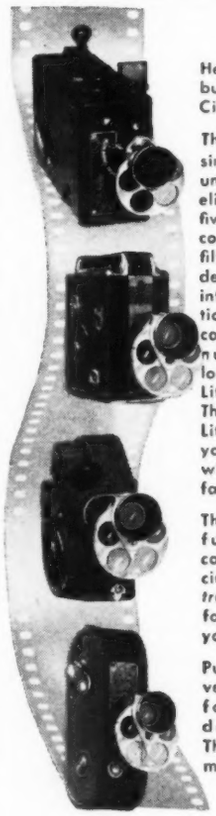
COATED CINE FILTER
Turret $13.95
plus tax



Here's today's finest filter buy — the EdnaLite Coated Cine Filter Turret! Compare!

The EdnaLite Turret is a single, compact, precision unit, complete with glare-eliminating sunshade and five genuine both-sides-coated, solid optical glass filters which can be indexed—quick as a flash—into proper "taking" position . . . yet it actually costs less than an equal number of non-coated, loose filters *without* EdnaLite precision and tradition. The low cost of the EdnaLite Turret spread over your first few rolls of film will give you lifetime satisfaction.

The EdnaLite Turret takes full advantage of the coated performance of your cine lens. A "must" for *true-to-life color*. Perfect for getting the most out of your black-and-white films.

Put an end to filter inconvenience! Ask your dealer for an EdnaLite Turret demonstration today! There's a model for your movie camera.

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◀ *Chess-United* Filters—genuine solid optical glass—colored in the mass—precise, permanent, perfect.

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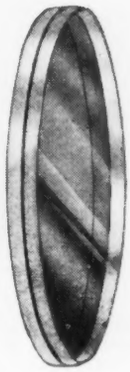

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FOR BLACK-AND-WHITE FILM!

YELLOW FILTERS
Used with both ortho and pan films. A yellow filter, depending upon its density, produces pronounced cloud effects, better contrasts, and a more natural reproduction. It's the most frequently used "sky" filter.

GREEN FILTERS
Used only with pan films. A green filter should be used on all outdoor pictures featuring landscape scenes. Gives better definition to clouds...more natural rendition of green foliage.

ORANGE FILTER
The orange filter produces extreme contrasts when used with ortho films. Gives practically the same effect with ortho films as obtained with red filters and pan films. Also a fine corrective and contrast filter when used with pan films.

RED FILTERS
Used only with pan films to produce pronounced contrast or exaggerated effects. Contrasts vary with the density of the filter used. Moonlight effects may be obtained by using a red filter (R-2 or R-3) and sunshade and shooting directly into sun.

FOR COLOR FILM!

CHROMA FILTER
A special filter for color photography that permits the use of tungsten-type (such as Tungsten Type Ansco Color) and photoflood color film (such as Type A Kodachrome) in daylight. For this reason, this filter is a "balance" or "conversion" filter, and is a "must" for color fans.

CHROMEHAZE FILTER
A colorless filter used for absorbing ultra violet light that overtones the blue in color exposures. It eliminates hazy effects. Use on all outdoor scenes.

CHROMEBLUE FILTER
A strong red-absorbing filter to be used for all indoor photography under artificial illumination with either black and white or daylight color films to tone down excessive red. Converts daylight color films to indoor use.

CHROMEFLASH FILTER
Designed for using indoor color films with clear flash lamps. Needed to obtain proper color rendition in indoor color flash work.

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SPECIAL

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Ikonta B 2¼x2¼ f/3.5	72.00
Ikonta C 2¼x3¼ f/4.5	63.00
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Ikoflex I tessar f/3.5	120.00
Super Ikonta A 1⅝x2¼ f/3.5	162.00
Super Ikonta B f/2.8	252.00
Super Ikonta BX f/2.8	317.00

LEICA SPECIALS

Leica IIIc-coated Elmar f/3.5	$249.50
Leica IIIc-coated Sumar f/2	299.50
Leica IIIc-coated Summitar f/2	349.50
Leica IIIc-coated Xenon f/1.5	429.50
28mm Leitz Hektor f/6.3	139.00
35mm Leitz Elmar f/3.5	123.20
90mm Leitz Wollensak f/4.5	97.50
90mm Leitz Elmar f/4	119.50
90mm Leitz Thambar f/2.2	195.00
135mm Leitz Hektor f/4.5	149.50
200 Leitz Telyt f/4.5 with reflex housing	395.00
Leica Guide	1.75
Genuine Leica Eveready Cowhide Case	12.30
Leica Manual	5.00
Leica Polaroid Filter	31.92
Leica Series VIII Flash Gun	63.00
Leitz Image Erecting Universal Viewfinder	64.00
Leitz Desk Viewer	74.50
Leitz "NOOKY" for Elmar, Summar, and Summitar	70.00

CONTAX SPECIALS

Contax I—coated Sonnar f/2	$189.50
Contax II coated Sonnar f/2	274.50
Contax III coated Sonnar f/1.5	398.50
28mm Zeiss Tessar f/8	125.00
35mm Zeiss Biogon f/2.8	249.50
85mm Zeiss Sonnar f/2	289.50
85mm Zeiss Triotar f/4	145.00
180mm Zeiss Tele-Tessar f/6.3	194.50
135mm Zeiss Sonnar f/4	225.00
180mm Zeiss Sonnar f/2.8 with flecto-scope	650.00
Contax Guide	1.75
Contax Eveready Case (Domestic)	11.50
Contameter for Contax I, II, III, Nettax, Contaflex	109.50
Contax Universal Finder	110.00

KINE EXAKTA SPECIALS

New Kine Exakta-Tessar f/2.8 and Eveready Case	$325.00
New Kine Exakta-Biotar f/2	395.00
75mm Biotar f/1.5	295.00
100mm Myer Trioplan f/2.8	149.50
120mm Zeiss Tele-Tessar f/6.3	129.50
135mm Leitz Elmar f/4.5	104.50
150mm Schneider Tele-Xenar f/5.5	124.50

IN STOCK FOR IMMEDIATE DELIVERY

NEW SPEED GRAPHIC 2¼ x 3¼

Crown Graphic "23" with Graflex Optar f/4.5	$185.15
Crown Graphic "23" with Kodak Ektar f/4.5	185.15
Crown Graphic "32" with Kodak Ektar f/3.7	209.65
Speed Graphic "32" with Graflex Optar f/4.5	221.25
Speed Graphic "23" with Kodak Ektar f/4.5	221.25
Speed Graphic "23" with Kodak Ektar f/3.7	245.75
Graflex B with Kodak Ektar f/4.5	157.50

3¼x4¼ GRAPHIC CAMERAS

Speed Graphic "34" Graflex Optar f/4.7	$204.00
Speed Graphic "34" Kodak Ektar f/4.7	205.15
Super D Graflex with 6" f/4.5 Kodak Ektar	244.80
Super D Graflex with 7½" f/4.5 Kodak Ektar	245.35

4 x 5

Crown Graphic "45" with Graflex Optar f/4.7	$171.30
Crown Graphic "45" with Kodak Ektar f/4.7	172.45
Crown Graphic "45" with 6" Kodak Ektar f/4.5	205.70
Speed Graphic "45" Graflex Optar f/4.7	216.90
Speed Graphic "45" Kodak Ektar f/4.7	208.05
Speed Graphic "45" with 6" Kodak Ektar f/4.5	241.30
Super D Graflex with Kodak Ektar f/5.6	259.35
New 4x5 Meridian "45" B with f/4.5 Anastigmat	231.75
New 4x5 Linhoff III with 6" f/4.5 lens	450.00
4x5 B & J Press f/4.5 lens	118.00
4x5 Graphic View	130.00
4x5 View Camera	49.00

SPEED GRAPHIC ACCESSORIES

Kalart Rangefinder	$ 38.50
Hugo Meyer Rangefinder	38.50
Graflex Holders 2¼x3¼	4.65
Graflex Holders 3¼x4¼	5.10
Graflex Holders 4x5	5.30
Graflex Film Pack Adaptar 2¼x3¼	7.65
Graflex Film Pack Adaptar 3¼x4¼	8.65
Graflex Film Pack Adaptar 4x5	9.00
Graphic Holders 2¼x3¼	4.05
Graphic Holders 4x5	4.40
Graphic Film Pack Adaptar 2¼x3¼	7.65
Graphic Film Pack Adaptar 3¼x4¼	8.65
Graphic Film Pack Adaptar 4x5	9.00
90mm Graflex wide angle Opta f/6.8	89.48
80mm Kodak Ektar wide field f/6.3	133.50
80mm Bausch & Lomb wide angle f/6.8	128.15
90mm Schneider Angular	110.00
10" Graflex Tele-Optar f/5.6	140.00
15" Graflex Tele-Optar f/5.6	201.25
20" Bausch & Lomb Telephoto lens f/5.6	191.00
Graflex Photography Book	4.50
Case for Graphic 2¼x3¼	13.70
Case for Graphic 3¼x4¼	15.40
Case for Graphic 4x5	15.40
Shade and 3 Filters for Graphic Cameras	9.95

NEW 8MM CAMERAS

Bell & Howell Filmo Sportster f/2.5	$102.61
Bell & Howell Filmo Sportster f/1.9	151.03
Bell & Howell Filmo Tri-Lens 8—f/1.9	205.39
Bell & Howell Filmo Tri-Lens 8—f/2.5	156.78
Bell & Howell Auto-8 turret magazine w/2 lens	296.22

Revere 88—f/2.5	$ 77.50
Revere 88—f/1.9	104.50
Revere 99—turret f/2.8	110.00
Revere 99—turret f/1.9	137.50
Revere 70—magazine f/2.8	127.50
Revere 70—magazine f/1.9	155.00
Revere 60—magazine turret f/2.8	152.50
Revere 60—magazine turret f/1.9	187.50
Keystone K-8 f/3.5	49.50
Keystone K-22 f/2.5	67.50
Keystone K-22 f/1.9	99.50
Bolex L-8—f/2.8	139.48
Bolex H-8—f/1.9	342.05
Perfex 88—f/2.5	99.50
Perfex 88—f/1.9	135.50
Briskin magazine f/2.5	79.95
Franklin magazine f/2.5	119.50
Franklin magazine f/1.9	127.50
Eastman Cine-Kodak Eight-25	64.17
Eastman Cine-Kodak Magazine 8	145.83
Universal Cinemaster II f/3.5	51.90
Universal Cinemaster II f/2.5	66.65
Universal Cinemaster II f/1.9	96.75

NEW 16MM CAMERAS

Bell & Howell Filmo Auto Load f/2.5	$186.67
Bell & Howell Filmo Auto Load f/1.9	214.08
Bell & Howell Filmo Auto Load f/1.5	265.13
Bell & Howell Auto Master turret f/2.5	305.08
Bell & Howell Auto Master turret f/1.9	332.50
Bell & Howell Auto Master turret f/1.5	383.54
Bell & Howell Filmo 70-DA f/1.9	307.17
Bell & Howell Filmo 70-DA f/1.5	348.21
Revere 16 magazine f/2.5	127.50
Revere 16 magazine f/1.9	155.00
Revere 26 magazine turret f/2.5	152.50
Revere 26 magazine turret f/1.9	187.50
Keystone A-7 f/2.5	74.50
Keystone A-7 f/1.5	107.50
Bolex H-16—f/1.5	349.00
Bolex H-16—Switar f/1.4	466.25
Eastman Cine-Kodak magazine	175.00
Eastman Cine-Kodak Special	586.67
CinKlox f/2.5	76.15

NEW 8MM PROJECTORS

Bell & Howell Filmo Master 400W	$187.50
Bell & Howell Picture Master 750W	262.00
Revere 500W	120.00
Keystone K-108	138.50
Keystone R-8	74.50
Keystone C-18	34.50
Bolex	331.00
Eastman Kodak Kodascope Eight-33—500W	78.00
Eastman Kodak Kodascope Eight-90—750W	185.00
Universal 500W	75.00
Universal Cinematic 750W	135.00

NEW 16MM PROJECTORS

Bell & Howell Filmo Diplomat	$273.30
Bell & Howell Showmaster	312.95
Keystone K-160	119.50
Bolex	331.00
Kodascope Sixteen-10—750W	119.15
Kodascope Sixteen-20—750W	245.00

NEW 16MM SOUND PROJECTORS

Bell & Howell Filmo Sound 750W	$599.00
Bell & Howell Filmo Sound 1000W	601.35
Revere Sound Projector	287.50
Eastman Sound Kodascope FS 10-N	500.00
Universal Tonemaster	350.00
Movie Mite	225.00

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100 ft.—35mm Finopan $1.25
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16mm—Magazine Black & White (Including Processing) 2.95
8mm—Black & White (Including Processing) 1.49
Super XX 120 (For Automatic Cameras) per doz. only 1.80
8x10 Arrow Pan (24) 4.25

35mm Perfex 101 complete with 5 cm Ektar F/3.5 in compur shutter with eveready Case. Special $49.50

8 or 16mm Franklin Editor complete with Viewer, Rewind Arms, Splicer & Board. Complete $67.50

MOVIE LENS SPECIAL

1½ Bell & Howell Telate F/3.5 coated for all 8mm Cameras. Special $29.50

3" Bell & Howell Telate F/4.5 16mm "C" mount. Special $49.50

3" E.K. F/4.5 16mm "C" mount. Special .. $44.50

7mm F/2.5 Wide Angle Lens for all 8mm Cameras. Special $29.50

16mm F/2.5 wide angle lens "C" mount. Special $34.50

CAMERA SPECIALS

16mm Cinklox coated F/2.5. Special $59.50
Mercury II—coated F/2.7. Special 44.50

2¼x3¼ Box Camera with Carl Zeiss F/6.3 lens.—Self Timing Shutter, all Metal Construction. Special $19.50

JUST ARRIVED

NEW 8MM FODECO PROJECTOR—750W, No Gears, No Sprockets—20 NEW FEATURES—SPECIAL $89.50

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tin-foil reflector to lighten the shadow areas in the picture. By more or less standardizing her shooting technique, she is able to devote her full attention to her young models and thereby catch those striking, natural poses on film the very instant they appear before the camera.

After the camera and lights have been set up for an indoor shot, the next step is the one which makes or breaks the picture. At this stage there are no set formulas, but here are a few do's and don't's which may be helpful reminders:

DO

—have your equipment set up and ready before looking for that picture.

—photograph the child while he is engaged in everyday activities.

—select the moment when he is most deeply engrossed in what he is doing.

DON'T

—make a fuss about your equipment.

—interrupt your child's activities.

—worry about whether you can see his face or expression.

If you watch your young subject while he is eating, playing, taking a bath, or engrossed in any other one of his regular daily activities, natural pictures will almost always suggest themselves. And if you are not concerned with showing the child's face, you can easily obtain some unusual and charming additions to your family album or collection of human interest pictures.—

Ballet on the Beach

(Continued from page 59)

Since I use an Omega enlarger with condensers and a coated lens, I underdevelop 20 per cent for lower contrast. Jimmy made the contact prints, using No. 1 and No. 2 paper. I do almost all of my printing myself. It is a mistake to consider darkroom work as purely mechanical. Nothing is easier than to spoil excellent pictures by wrong printing, wrong cropping, and wrong dodging. Mediocre-looking shots often become striking photographs by original treatment in the darkroom.

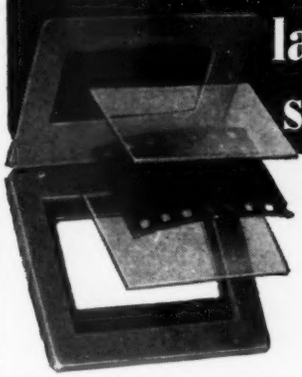
All my negatives called for No. 2 or No. 1 enlarging paper. But I wanted to emphasize the unreal quality of the pictures, and printed most of them on No. 4 paper. The clouds became heavy and dramatic, the Atlantic ocean seemed to be not water but India ink. All the details in the shadow areas which were perfectly visible on No. 2 paper disappeared, and their blackness made the pictures stronger and more severe.

One picture, showing Melissa fleeing from the menacing clouds is slightly distorted. I lifted one side of the paper under the enlarger, making the clouds converge towards the fleeing figure and giving them a more active and dangerous aspect.

Several of my friends like these pictures. Others, more practically minded, put the embarrassing question: "But what sense do these pictures make?"

Without any hope of convincing them, I try to point out that unfortunately most of the things which are the most fun make the least sense.—

Why S.V.E. Slide BINDERS are America's largest sellers



A product has to be *better* than good to be the largest seller in its field. In slide binders, the leader is S.V.E. Here's why you, too, will want to insist on S.V.E. slide binders for *your* transparencies:

FASTER . . . takes only seconds to bind film for permanent protection. Specially designed by S.V.E. to speed up binding for its library.

SAFER . . . the one-piece fibre cushion does not fray, absorbs shock, and protects the glass.

LIGHTER . . . smaller glass cuts down on weight. Easier to handle in volume.

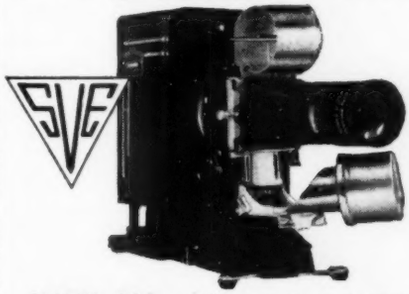
SELF-CENTERING . . . correct size frame automatically centers film in the one-piece fibre cushion. No possibility of shift or misalignment.

DUSTPROOF . . . tight, gummed seal between cover and glass assures dustproof assembly.

NO BUCKLING . . . entire film area is held flat between rigid glass.

Available for double-frame 35mm. and the larger Bantam film; adapters for mounting single frame 35mm. film in double-frame binders.

SHOW YOUR TRANSPARENCIES TO BEST ADVANTAGE WITH AN S.V.E. TRI-PURPOSE PROJECTOR



MODEL AAA . . . 300 watts. 5" focal length coated Anastigmat projection (F:3.5) lens. Shows all three: 2" x 2" slides, single- and double-frame filmstrips. Simple adjustment for double- to single-frame . . . easy change-over from filmstrips to slides and vice versa. Semi-automatic vertical slide changer. Leatherette carrying case.

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Listed below are some representative values.

NATIONAL 500 watt SPOTLIGHTS

Orig. **$39.50.** Brand new w/Fresnel Lens and Snoot..... **$19.95,** less lamp. 500 watt T-10 lamp for above, **$3.84**

Clearance of Famous Make Camera Cases

	List	Now
Argus C2 or C3	$8.00	$4.00
Argus AF or AF2	$7.00	$3.50
Argus Color or A3	$7.50	$3.75
Perfex 33, 44, 55	$8.50	$4.25
Mercury II	$8.50	$4.25
Ciroflex	$7.75	$3.85
Kodak 35 w/o RF	$6.00	$3.00
616 Vigilant or Monitor	$6.50	$3.25

Scuffproof Plastic Gadget Bag for miniature, folding or movie cameras. Zipper Pocket & Closure. Originally **$6.50** —**$3.95** while they last.

NEW CAMERA ACCESSORIES

Disc. Model Baco Double Cut Film Holders Metal Reinforced. 2¼x3¼ and 3¼x4¼ sizes only. **$4.08** regularly—**$2.95** each. Buy six at this price.
9x12 cm to 3¼x4¼ Double cut film holders...**$1.85** each
6.5x9 and 9x12 Film Pack Adapters.....**$3.95** each

DARKROOM ACCESSORIES

S.S. Cut Film Hangers, 2¼x3¼ to 5x7....**$ .45** each
Poly Projection Control Kits.....**$1.39** each
Fedco Adj. Cut & Pack Tanks to 4x5-Dem.**$5.69** each
F.R. Adj. Cut & Pack Tanks to 4x5-Surplus**$6.95** each
Amber Safelights—War Surplus.....**$ .35** each
5x7 Plastic Dev. Trays.....3 for **$ .89**
Junior Developing Sets.....**$2.95** each
Da-Brite Adj. Roll Film Developing Tanks **$1.45** each

IT'S GAMERMAN'S FOR MOVIE SCREENS

Brand New Glass Beaded Wall Screens on Spring Rollers
30x40—**$6.95** 52x70—**$16.95**
Hundreds of our customers have found them excellent.

Universal Buccaneer 35mm F3.5 RF, Case & Flash Attach. Floor Samples w/Factory Guarantee.
Reg. **$89.55** Special only **$56.95**

35mm Daylight Bulk Film Loader—100' Capacity; w/100' spool of 35mm Ansco Ultraspeed Pan. (Surplus, out of date, but perfect.) w/6 cartridges.....**$5.95**

USED CAMERAS

	Cond.	Price
9x12 DE Laack F4.5 in Compound	P	$24.95
9x12 DE Xenar F4.5 in Compur w/Acc.	F	$39.95
9x12 SE Rodenstock F6.3 in Vario	G	$14.95
9x12 DE Schneider F6.3 in Compound	G	$14.95
9x12 DE Anticomar F4.5 in Compur w/Acc.	G	$42.50
9x12 SE Agfa F4.5 shutter to 1/100	L.N.	$39.95
3¼x4¼ DE Zeiss, Tessar F4.5 in Compur w/Acc.	V.G.	$49.95
9x12 DE Coronar F4.5 in flex	P	$ 9.95
6x9 SE Trioplan F4.5 in Pronto	G	$19.95
6x9 DE Voightlander, Skopar F4.5 in Compur	G	$34.95
6x9 SE Agfa F4.5 Shutter to 1/100	G	$24.95
5x7 Kodak View 33-A; DE w/6½" Kodak F4.5, Packard Shutter, 7 holders, case	L.N.	$99.50

New Argus Cameras

Argus C-3 w/F3.5 ctd, Flash attachment.....**$69.58**
Argus A-2 w/F4.5 ctd.....**$32.08**
Argoflex E (Plastic Body) w/F4.5 ctd.....**$61.12**
Argoflex EM (Metal Body) w/F4.5 ctd.....**$64.40**
Argus Markfinder 21, w/F3.5 ctd.....**$51.75**

MOVIE FILM

8mm Kodachrome Regular, **$4.14;** Magazine..**$ 4.81**
8mm Ansco Hypan, **$2.76;** 8mm Kin-O-Lux B&W.....**$ 2.40**
16mm 100' Ansco Color or Kodachrome.....**$ 9.95**
16mm 100' Ansco Hypan or Triple S Pan.....**$ 6.63**
16mm 50' Kodachrome Magazine.....**$ 6.35**
8mm 100' Kodachrome for Bolex H-8.....**$15.47**
8mm 100' Super X for Bolex H-8.....**$ 9.95**

FILM PACKS

Kodak Plus X or Double XX
2¼ x 3¼—$1.21; 3¼ x 4¼—$1.65; 9x12—$1.76; 4x5—$1.92.

DEFENDER CUT FILM — 1949 Dating

24 sheet packages—all Speeds	Ortho	Pan
2¼x3¼, 2½x3½	$1.15	$1.32
3¼x4¼	$1.65	$1.92
9x12 cm	$1.98	$2.25
4x5	$2.35	$2.58
5x7	$3.68	$4.23
8x10	$7.68	$8.78

COLOR FILM

35mm Kodachrome 20 exposure, **$3.32;** 36 exposure.....**$5.25**
828 Kodachrome.....**$1.82**
35mm Ansco Color 20 exposure.....**$2.04**
120 or 620 Ansco Color or Ektachrome.....**$1.37**
120 or 620 Kodacolor.....**$1.92**
116 or 616 Kodacolor.....**$2.20**
127 Kodacolor.....**$1.65**

NEW KODAK CAMERAS

Kodak 35 w/RF, **$86.58;** carrying case.....**$10.00**
Kodak Reflex, F3.5 with case.....**$137.92**
Kodak Tourist, F4.5 ctd, **$71.00;** case.....**$10.00**
Kodak Medalist II, F3.5 Ektar ctd, w/case.....**$312.50**
We have many more. A clearance bulletin is ready for you. Write in for it. Quantities are limited in some cases and are offered subject to prior sale.

Calendar of PHOTOGRAPHIC EXHIBITIONS

*Conducted according to the recommended practices of Photographic Society of America.

International Salon of Photography, Czechoslovakian Association of the Amateur Photographic Societies.

On exhibition from September to November in Czechoslovakia.

36th International Salon of Pictorial Photography, Societe Francaise de Photographie et de Cinematographie, Paris.

On exhibition from Oct. 9 to 24, at 51 rue de Clichy, Paris, France.

2nd Annual Photography-in-Science Salon, Smithsonian Institute and The Scientific Monthly, Washington, D. C.

On exhibition Sept. 1 to 21, U. S. National Museum, Washington, D. C.

8th Focus International Golden Jubilee Salon, Focus Ltd., Blomendaal, The Netherlands.

On exhibition from Sept. 18 to Oct. 3, "Arti et Amicitiae" Art Gallery, Amsterdam, Holland.

39th Annual International Exhibition, London Salon of Photography.

On exhibition from Sept. 11 to Oct. 9 at the Galleries of the Royal Society of Painters in Water Colors, London.

7th Sao Paulo International Salon of Photographic Art, Foto-Cine Clube Bandeirante, Sao Paulo, Brazil.

On exhibition during October at the "Pre tes Maia Galleries," St. Paulo, Brazil.

13th Annual Western Ontario International Salon of Photography, London Camera Club.

On exhibition Sept. 21 to Oct. 5 at the London Camera Club, London, Ontario.

44th Annual Exhibition of Pictorial Photography, Nottingham and Notts. Photographic Society, Nottingham, England.

On exhibition October 2 to 30, City Art Gallery, Nottingham Castle, England.

Northwestern International Salon of Photography*, Western Washington Fair, Puyallup, Washington.

On exhibition Sept. 18 to 26, Puyallup, Washington.

3rd Columbus International Exhibition of Photography*, Columbus, Ohio.

On exhibition Sept. 15 to 22, Lazarus Assembly Center; Sept. 28 to Oct. 5, Columbus Gallery of Fine Arts.

1948 Invitational Photographic Salon, Indianapolis Camera Club, Indianapolis, Indiana.

Entry by invitation only.
Eleven clubs will compete for the Warren H. Munk Memorial Trophy.
On exhibition Oct. 3 to 31, at the John Herron Art Museum, Indianapolis, Indiana.

23rd Annual Salon of Photography*, Museum of Fine Arts of Houston, Houston, Texas.

Closes Sept. 13.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 10 to 24, Museum of Fine Arts of Houston, Texas.
For entry form write Patye Billfaldt, Assistant Curator, The Museum of Fine Arts of Houston, Houston 5, Texas.

5th Louisville International Salon of Photography*, Louisville International Color Slide Exhibition, Louisville Photographic Society.

Closes Sept. 14.
Entry fee $1 in each division.
Four prints or four color slides allowed
On exhibition from Oct. 1 to 17; prints at J. B. Speed Art Museum, color slides at Speed Scientific School, Louisville, Ky.
For entry form write Thomas Muldoon, 1914 Wrocklage Ave., Louisville 5, Ky.

2nd Pasadena International Photographic Salon*, Foothill Camera Club, Pasadena, Calif.

Closes Sept. 15.
Entry fee $1.
Four prints allowed.
On exhibition Sept. 28 to Oct. 16 at Bullock's Pasadena Department Store.
For entry form write Paul F. Johnson, 35 N. Raymond Ave., Pasadena 1, Calif.

8th Annual Victoria International Salon of Photography*, Victoria Camera Club, Victoria, B. C., Canada.

Closes Sept. 17.
Entry fee $1.
On exhibition from Oct. 17 to 24, Empress Hotel, Victoria.
For entry form write Stephen Jones, 2382 Lincoln Road, Victoria, B. C., Canada.

5th Chicago International Color Slide Exhibit*, Chicago Color Camera Club.

Closes Sept. 25.
Entry fee $1.
Four slides allowed.
On exhibition Oct. 12 to 15, Chicago Historical Society.
For entry form write Philip R. Kephart, 328 Franklin Ave., River Forest, Illinois.

1st International Salon of Northern California,* Redwood Empire Art and Music Center, Ukiah, Calif.

Closes Oct. 1.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 8, 9, and 10 at the Ukiah Recreation Center, Ukiah, Calif.
For entry form write Paul Hansen, 512 Mill St., Ukiah, Calif.

2nd International Motion Picture Exhibit of the Photographic Society of America.*

Closes Oct. 1.
Entry fee varies with footage of film.
Four films or a total footage not to exceed 800 feet of 8-mm or 1600 feet of 16-mm film allowed.
On exhibition Nov. 3, 4, 5, and 6 at the Cincinnati Art Museum.
For entry form write PSA Exhibition Committee, 3756 Middlebrook, Cincinnati 8, Ohio.

Annual Exhibit of the Photographic Society of America*, Cincinnati, Ohio.

Closes Oct. 6.
Entry fee $1 for each category except movies, which varies according to length.
Four categories are open: monochrome prints, pictorial color slides and prints, nature slides and prints, and motion pictures.
The exhibition is open and not limited to members of PSA. It will be held Nov. 3-14 at the 1948 Convention in Cincinnati, Ohio.
For entry forms write C. C. Ruchhoft, 3756 Middlebrook Ave., Cincinnati 8, Ohio.

6th Annual International Photographic Salon of the Trail Camera Club,* Trail, B. C., Canada.

Closes Oct. 10.
Entry fee $1.
Four prints, four 2x2 color slides allowed.
On exhibition Oct. 27-30 at the Trail Masonic Hall.
For entry forms write Trail Camera Club, Box 35, B. C., Canada.

1948 Chicago International Exhibition of Photography*, (8th Chicago International Salon of Photography and the 39th Chicago Salon Combined).

Closes Oct. 13.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 31 to Nov. 28, at the Chicago Historical Society.
For entry form write Anne P. Dewey, APSA, Chicago Historical Society, Clark St. at North Ave., Chicago 14, Ill.

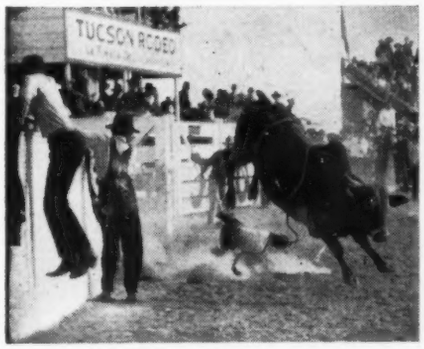
Broncos and Brahmas

(*Continued from page* 65)

thing that might develop. There may be a spectacular fall, or a horse may try to go through the fence—you never know.

About the same problems and solution work with the Brahmas. Be sure to have a fence handy if you are down inside the arena when they are turning out bull rides. Cowboys do, and they know.

Calf roping, too, has a couple of dramatic "pauses" in the action that will allow the slowest shutters to get a good shot. Just after the roper drops his loop over the calf, the horse stops, the rider



This mean-looking Brahma has bounced its rider and soon will be looking for a target. The old timers make for the nearest tall fence without any waiting around.

jumps for the ground, and the rope stops the calf. It's just a fraction of stopped motion, but worth a gamble.

The second, and surer time, is at the moment the rider finishes tying the calf and throws up his hands in signal to the timer. For a moment, the whole action is still, and makes a striking tableau. Try to get good cross or side light.

Wild cow milking contests, with one cowboy trying to hold a terrified range cow still, while another waddie milks a spoonful of milk into a pop bottle, is a photographer's picnic. You can get right down in the middle of this event, and there'll be pictures in every direction.

Expect some of your films to be blurred, some to be just bad, but keep shooting, and keep trying. For if you will, you'll have a wonderful rodeo section in your album no matter what camera you use.

Get medium speed film and ask for fine grain developing, so you can enlarge any especially good action shots as much as you want to. Shoot close-ups with side light, so they'll have good, strong shadows and brilliance. On action, if your camera focuses, set the lens at an average distance, like 15 or 25 feet, and watch for the action to come into range.

If there's a choice, I always go to a small cross roads or country town rodeo in preference to a big, elaborate show. You can get closer to the action, the setting, the people, and the whole atmosphere is more authentic and Western.

So that's the story on shooting rodeos. How about trying your luck? And just as a final admonition, I'd take just one more roll of film, if I were you. Might come in handy.—

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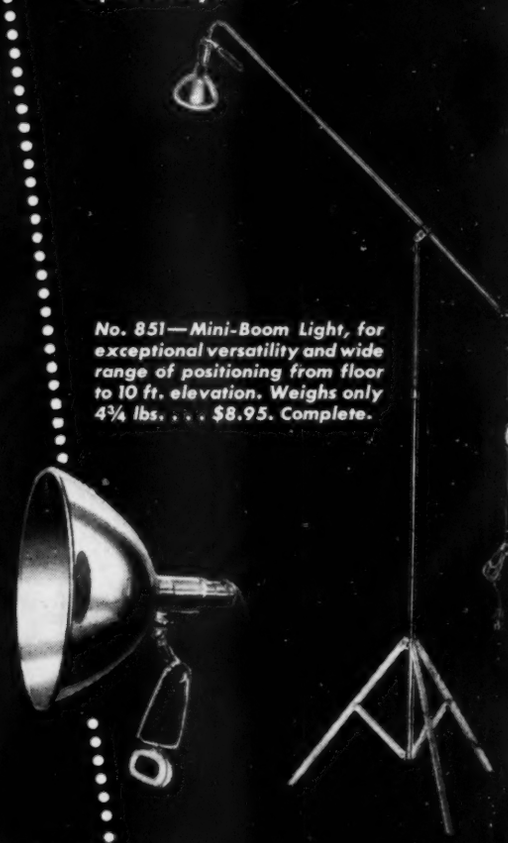

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Your Vacation—For Keeps

(Continued from page 62)

left corner and the eight smaller ones in two rows of three across the upper part of the page with the remaining two below. Not so good? Try a symmetrical layout. Put the 4x5 in the center of the page and group the others around—three above, three below, and one on each side. Perhaps you like that better. Decide then the order of the pictures and mark the negative numbers in the appropriate squares.

When we're working with fixed proportions, like an album page, a knowledge of scaling will come in handy. You have, let's say, a spiral-bound book with a clear area outside the binding 9x11 inches and you want to make an enlargement of the proper size to bleed at the top, bottom and side of the page from a 2¼x3¼-inch negative. Since both width and length of the negative must, of necessity, enlarge in the same proportions it is apparent that the full negative area cannot be used. If we enlarge the 2¼-inch width dimension to the proper degree (4 diameters) the length will be 13 inches, which is two inches longer than the page.

Correct negative proportions can be computed mathematically, but there's a much easier way with less chance for error. First of all, draw a rectangle to the exact dimensions of the page, in this case 9x11 inches, and connect the lower left and upper right corners with a diagonal line. Then, from examination of the contact print determine the width of the negative area you wish to use. With ruler measure this distance off along the bottom line of the rectangle, starting at the lower left corner. From this point draw a vertical line upward until it meets the diagonal. The length of the vertical line gives the unknown negative dimension.

For example, you wish to enlarge a part of the negative 2⅛ inches wide to nine inches and you want to know how much of the height of the negative can be included in a print 9x11 inches. Measure off 2⅛ inches along the base of the rectangle from the lower left corner. Erect a perpendicular to meet the diagonal line. The length of the perpendicular is 2½ inches. Therefore 2½ inches of the vertical dimension will be included. All we need do now is examine the contact with two "L" shaped cardboard pieces to determine the best composition. Any 2⅛x2½-inch area within the cropping guides can be used. In actual practice you will find it advisable to include a bit more of the negative area to allow for necessary trimming of the enlargement.

Use this same scaling technique for any size enlargement. Simply draw the rectangle to the size of the enlargement desired, draw the diagonal line, and proceed as before.

If we have more material on one section or subject than will go on a single page, we can try laying out a two-page spread. Some people like to indicate that the pictures on the two pages are related by using some device to tie them together visually. This can be done by using a row of contact prints which run across the bottom of the spread. There are endless opportunities for originality in spreads. Make plenty of sketches for them. Try several layouts before you decide definitely which one you like best.

Dry mounting tissue is ideal for mounting album prints, although adhesive art corners can be used for the smaller pictures if you wish.

At this point in the procedure it will pay you to work slowly and deliberately. Locate the prints carefully on the page, paying special attention to see that they are properly aligned with one another and with the edges of the page. If prints are to have white borders, be sure they are of uniform width and that the corners are square. When something goes wrong, correct it immediately. Otherwise you'll have to apologize for it every time you show your album.

Black pages are good for prints with narrow white borders, especially contact prints, but for enlargements, with wider borders, the contrast between white border and the black page is sometimes too great. It detracts from the picture. On the other hand, when bleed pictures are used in less than full-page size the pictures may appear to be somewhat flat and gray if they have to compete with a white album page. Although this is not always the case, it is something to consider during the planning of your album.

Speaking generally, warm-toned enlargements are presented to best advantage on warm-colored pages—buff, brown, and cream. Cold-toned prints ordinarily look best on gray, blue-gray, or black album pages.

If you are unable to find an appropriate album, you can always make your own. A local printer can be of real assistance. He'll help you select paper of the proper weight and color for your album pages and handle the punching and binding of the finished, collated pages.

If you decide on a purely pictorial album, composed of 8x10- or 11x14-inch prints dry-mounted back to back, you'll probably want clear acetate sheets put in the binding as front and back covers for your book. In an album of this type, the first picture becomes the front cover, the last the back cover. Fairly heavy clear acetate sheets are desirable for protection. Your printer will take care of the complete punching and binding job.

You'll probably want color prints to dress up your album, the number and size depending on your budget. These may also be dry-mounted in the book, but naturally they should not be expected to stand as much heat as black and whites. I have used the special dry mounting tissue sold for use with color prints with good results. This material has a lower melting point than the regular dry mounting tissue, hence a lower temperature is needed for mounting.

I have endeavored to pass on a few helpful hints on making and mounting your vacation album—I hope that the material given will aid you in remembering your vacation—for keeps!—

Pictures on the Farm

(*Continued from page* 71)

yourself plenty of time is that results are usually better when the pressure is not on you.

You've lots of time to try different camera angles, various compositions and different lighting effects. Then too, you take home more exposed film. That means more darkroom fun per gallon of gas burned, or per dollar spent in bus fare.

When you pack your supplies, remember to take along plenty of film; take more than you think you'll use. That is the safe way—the professional way. And remember to include your yellow filter, along with any filters for color photography (such as the UV filter, or polarizing filter) you may want to use. Don't for-

Here's one made with the "sun coming over the left shoulder." You'll like the fact that farm clothes fit the scene—nothing fancy, but highly functional.

get those lens tissues, exposure calculator or meter, and tripod. You never can tell when you will wish you had a tripod along. And if it isn't there, it's a lost opportunity that may never turn up again.

And when you arrive at your favorite farm, don't up and blaze away before you think things over. Instead, study the farm's location in relation to the sun, and make a mental note of the shooting locations at different times of the day. Ask yourself what pictures best describe farm life, and are they obtainable? Try to fit them into the present surroundings and plan a few pictures accordingly.

You probably can get the pictures you want if you make a straightforward, friendly approach to the farmer and his family. Don't skulk around the outbuildings and keep your purpose a secret. Farmers are people—they'll be suspicious, just as you would be if someone started prowling around your house acting rather suspiciously. Gain their confidence and your pictures will have a better chance.

Yep, farm photography is fun with a capital "F." Well, here we are at location. Boy, look at that old mail box. Hey, lemme out!—

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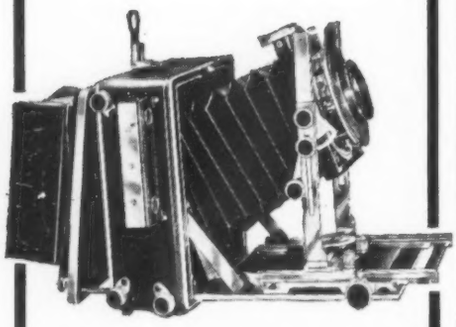

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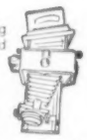
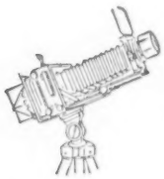
Top view showing Back swung Lens Front shifted sidewise and lensboard tilted backward.





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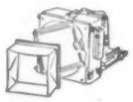

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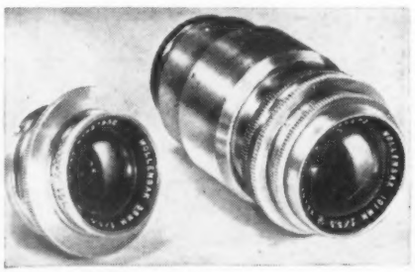
Trade Notes and News

(Continued from page 88)

parex exposure mask, developer, fixer and hardener, foot switch, embossing tool, flattening solution, print tongs and clips, and a set of instructions. Price is $9.85 including tax. Write the distributors at 207 E. 84th St., New York 28, N. Y., for additional information.

A NEW CASE offered by the Ruko Co. with its Rite Case Compartment case for the Revere 16-mm Magazine Turret camera. The case holds the camera with the fixed telephoto lens attached, and has extra pockets for film and exposure meter. The cowhide case, complete with safety lock, carrying strap and shoulder strap, is priced at $16.50.

INTERCHANGEABLE LENSES are now available for the Clarus 35 camera, the Clarus Camera Mfg. Co. announces. The coated Wollensak lenses have focusing



New interchangeable lenses for Clarus 35.

mounts to fit the Clarus, and feature click stops on the diaphragm. The new lenses are an *f*/3.5 35-mm-wide-angle, and a 101-mm *f*/3.5 telephoto. The prices are $69 and $97.50 respectively. Both prices include tax.

AN AIR-OPERATED shutter release has been introduced by the DeGroff Laboratories, Inc., 228 West Jefferson Blvd., South Bend 2, Ind. The DeGroff Air-Way shutter release fits into the camera cable release socket and operates with a reasonable amount of hose. It is made in twelve different models to fit any shutter that has a cable release socket. Write the manufacturer for prices and additional information.

AMATEUR MOVIE MAKERS using the new 8-mm Kryptar movie film are offered a free title with each roll processed. A gummed sheet of 25 varied titles is included in each box of Kryptar movie film. The user can select a title applicable to the movies he has taken, clip out the title, and paste it to the inside cover of the mailing carton. For complete information on this service, write the Kryptar Corp., 38-42 Scio St., Rochester 3, N. Y.

A NEW KIT that is, in itself, a course in sensitizing, printing, and processing, has been introduced by the D. U. C. Laboratories. The kit, which contains four labeled bottles of solution, assorted paper and fabric for sensitizing and printing, and a complete instruction course, requires the user to have 4 small trays, a printing frame, and a few clips to operate. Write the manufacturers at 1192 Third Ave., New York, N. Y., for complete information and price.

INDIVIDUAL FILTERS packaged singly, are now offered by Arel, Inc. The new Kent Individual 21.5-mm filters sell for 75 cents each, and the Series V and VI Type A filters are priced at $1.50 and $1.75 respectively.

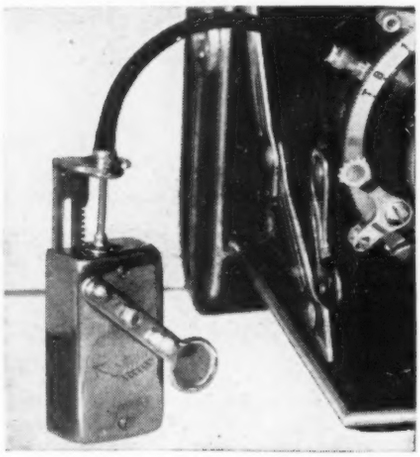
FOR 16-mm PROJECTORS, the Natco, Inc., organization offers a line of accessories. Among those now available are booster amplifiers which contain 12-inch speakers and 20-watt amplifiers, single and dual speed turntables, projection lenses, two- and three-way mixer boxes, screens, voltage boosters, microphones and stands, stepdown transformers, extension cords, and microphone amplifiers containing two inputs, one for microphone and one for turntable with built-in control. Write Natco, Inc., Chicago 12, Ill., for complete information.

A PORTABLE PROJECTOR STAND that folds up to suitcase size is the latest development of the S & D Mfg. Co. The new Porto-Projector Stand has three tubular legs with rubber-tipped ends that support a 15x20-inch table top, and centrally controlled by a thumb screw. The legs are disconnected when not in use and snap into spring clips beneath the table. Available in two models, the price is from $28.50 to $36.50. Write the manufacturer at 220 Fifth Ave., New York 1, N. Y., for further information.

DESIGNED FOR SHUTTERS that are non-synchronized, the Eastman Kodak Co. announces its new Kodak Flash Synchronizer Model 2 which can be attached to any camera having a tripod socket and cable release socket. The unit consists of an aluminum reflector, battery case, cable release, and requires two C flashlight batteries. The price is $13.50, plus tax.

TO INTRODUCE ITS new line of prepared developers, Mallinckrodt Chemical Works has prepared an 8-page booklet, "Better Photos Faster with Mallinckrodt Developers" which graphically portrays and describes with symbolic designs, the functions and effects of its developers. A free copy will be mailed upon request by writing to the manufacturer at St. Louis 7, Mo., or 72 Gold St., New York 8, N. Y.

AVAILABLE AGAIN for the first time since the war, the Autoknips delayed shutter release attaches to the cable release of



Automatic shutter has red signaling disc.

any camera whenever delayed shutter-action is desired, and releases the shutter 15 to 20 seconds after the mechanism is started. A red signaling disc shows exactly when release takes place. The price is $3.50, plus tax. Write the Burleigh Brooks Co., 120 W. 42nd St., New York 18, N. Y., for complete information.

NEWS NOTES: Photographers are invited to write directly to Information Service, Jen-Products Sales Co., 419 W. 43rd St., New York 18, N. Y., for specific information as to exposure, dipping times, film types, and any special color problems in connection with the use of Jen-dipped bulbs.

Readers of POPULAR PHOTOGRAPHY are offered free, for a limited time, a booklet on make-up for photography, television, theater, etc., prepared by The M. Stein Cosmetic Co. Write to them, 430 Broome St., New York, N. Y., for your copy.

The amateur photographer who is planning a trip to South America will be pleased to know that the Moore-McCormack Lines, 5 Broadway, New York 4, N. Y., have prepared a free booklet, "Picture Pointers," which shows "do" and "don't" photographs of the trip, both at sea and ashore.

PERSONALS: Dr. JOHN M. CLARK has been appointed assistant general manager of the Photo Products Division of the Du Pont Co., it is announced . . . SAMUEL GRIERSON, ARPS, is now associated with Remington Rand doing promotional work in connection with their new photographic papers . . . JOHN N. WATERS has been appointed Merchandise Manager of Ansco's Amateur Products . . . JACK MARZY, sales representative of O. W. Ray, New York, won a two week all-expense-paid vacation in the Radiant Vacation Contest . . . JOSEPH R. FORREST, general manager of Radiant, has been appointed treasurer of the company.

Make-Up for Better Portraits

(Continued from page 68)

"You can even learn to make up men!" was Doubek's answer.

"I come from Missouri."

"And I can show you," Doubek interrupted to pick up the challenge.

"This I gotta photograph," Tony Venti said and they adjourned to the studio.

Francis Doubek asked one of Venti's assistants to go to the nearest camera store and buy a cosmetic kit for photography. "Any kind that sells at a price that an amateur would be willing to spend," was what the expert ordered. Meanwhile, Doubek draped Bette Carlin in a towel. As soon as the boy returned, the make-up artist opened the kit, spread it out along with his own cosmetics, and washed his hands with the thoroughness of a surgeon who was about to operate.

First he took a big gob of cold cream and began to spread it on Bette Carlin's face. "You must remove every bit of street make-up," he cautioned his eagerly attentive audience. "Work the cream in against the grain of the skin in semi-circular motions so that the cream can soak the make-up out of the pores. Then, with upward semi-circular strokes, gently remove every bit of cream with cleansing tissues."

Doubek stared down at one of his sleeves. "You got me so interested I forgot to remove my coat." He removed his coat, put on a white surgical-type jacket, and washed his hands again. "The next step," he announced, "is the foundation. You can use the sticks of foundation that come in this cosmetic kit," he explained, pointing to the five boxes of flesh tinted cream that were part of the Hampden Make-up Kit.

"These sticks have a certain amount of creaminess, so they cover small blemishes and hide lines. Regular pancake makeup, which is manufactured by most cosmetic firms, is easier to apply because most women use it regularly and can put it on for themselves. If pancake is used, don't cover it with powder. Powder makes the skin look dead and unnatural. Just dry it lightly with a tissue and let it go at that.

"Now Max Factor's Panchromatic Makeup," the expert continued, holding up a tube that looked like toothpaste, "is different. The soft creamy texture covers any imperfections and gives the natural effect of a moist healthy skin. This foundation, like the others, comes in a variety of colors, but I use No. 25 on almost everyone."

"Why don't you match the foundation to the color of the skin?" Smith asked.

"Because with color-corrected film, this rather dark shade gives a live, healthy tone to the skin, regardless of its natural coloring, while a light colored foundation makes the skin look more like parchment.

"I can use any of these foundations, so which shall it be?"

"The one you like best," Tony Venti demanded.

Doubek squeezed out about half an

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Scotch-tape type, 50 glass plates and 25 masks for (a) 2¼ x 2¼ (b) split 2¼ x 3¼ or vest pocket. Price either kit..... **$2.25**

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Package of 12 Vest Pocket or Split 2¼ x 3¼ masks for use in 2¼ x 2¼ binders. **Price 25c**

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Handsome British tan artificial leather. Brass hardware. Positive catches to prevent breakage. Handle for ease in carrying. Individual compartments. Reference index. Accommodate binders having external measurements 2½ x 2½ or 2¾ x 2¾, 150 capacity **$4.50;** 300 capacity **$8.00** 3¼ x 4, 150 capacity **$6.00;** 2¼ x 3¼, 150 capacity. **$6.00**

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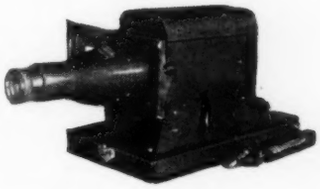

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inch of Max Factor's Panchromatic Make up No. 25 onto his third and fourth fingers. "If you watch carefully," he promised, "you can do it yourself correctly the *first* time." He dotted the cream all over Bette's face with his third and fourth fingers. Doubek made three dots on her forehead, five on each cheek, two on the nose, and two on the chin. Then he prepared a bowl of cold water. Without washing the two fingers he had been using, Doubek dipped them in the water and began to smooth the foundation over Bette's face.

"I dip my fingers in water," he explained, "because the water blends the foundation in better and no perspiration comes through. Always smooth on the foundation *with* the grain of the skin," he continued, "and the way to find out how the grain runs is to observe in which direction the hair is growing on the model's cheeks.

"First stroke the foundation in a 35-degree angle down from the cheekbones, then smooth out the whole cheek. Finally, smooth the cream *up* on the forehead in order to work it into the hairline without a noticeable line of demarkation.

"Work the foundation out to the ears and down to the neck. With this foundation, or any foundation, the trick is to be *stingy*. Stint on cream and lavish time on the working-in process. Get the foundation right into the hairline and don't miss the skin around the nostrils.

"Now turn around, Bette, I want to show this unbeliever what a difference make-up can make. Of course, you're not the ideal type."

Bette looked hurt until Doubek hurriedly added, "I mean that if you weren't so beautiful I could really show what make-up can do. I like to do corrective make-up better than glamour stuff. But let's continue," he said, doing just that, as he wiped off excess foundation from under Bette's eyebrows with a tissue. Doubek then opened the darkest shade of the three boxes of face powder in the Hampden kit and took out the powder puff.

He patted the powder on the puff extravagantly and fluffed it all over the foundation area. "The powder," Doubek said, "gives a matte surface and eliminates shine. If you should want a highlight for the cheek, for instance, you can easily wipe off the spot and the foundation will shine through."

"Aren't you going to put rouge on her cheeks?" Smith interrupted.

"No," replied Doubek, "because rouge in black-and-white photography creates shadows. Bette has high cheekbones so I needn't accent them. But if we were making Bette up for color we most certainly would use rouge. Up to this point you can follow the same procedure for color film. But for color you simply apply a tiny bit of dry rouge on the cheekbones, taking particular care to blend it imperceptibly with the foundation."

Then he took up a baby's brush from his own kit. "This is the best tool for removing excess powder. It's soft, yet it does an even, thorough job." When the excess powder had been removed, the make-up artist took another tissue and

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wiped off Bette's eyebrows and the skin between the brows and the lashes. "Now we do the eyes," he announced. "The eyeshadow in this kit is all right, but I prefer Mehron's green gold shadow because of the added sparkle it lends the eyes. But any kind of eyeshadow will do. You dip your finger in the shadow, then cover the area from just above the lashes to where the eyelid folds back. Then," he continued, picking up the black eyebrow pencil from the kit, "draw a line directly above the lashes, as close to the hairs as possible. This heavy line should be extended right to the corner of the eye and a little beyond.

"The eyeshadow and this black pencil line create an illusion of length and they make the eyes more brilliant. Now brush the eyebrows with a stiff eyebrow brush to remove any powder that remains. Then you're ready to shape the brows.

"The same procedure applies if you are making up for color except that the eye shadow is applied a little more sparingly. The best guide here is your eye. If the eye shadow is not conspicuous in ordinary room light it will be safe for color film. Simply remember that color film is more sensitive to color and does not require the slight over-emphasis demanded by panchromatic film. A good evening make-up such as you might use on a dinner date generally is satisfactory in color photography.

"Bette needs only to have her natural brows extended a little farther. If she had scanty or uneven brows, I could do wonders with eyebrow pencils." Doubek held up a second pencil he had taken from his kit. "Just black pencil alone has a harsh effect, so I use both black and brown and blend them. The points should be needle sharp, and you use tiny strokes the length of a single hair, one black stroke, one brown. Apply each stroke in the direction that the brows grow naturally."

Doubek produced a box of mascara. He wet the brush and passed it back and forth across the cake several times. First he brushed the lashes from above with the brush, and then he curled up each lash with mascara from below the lashes. "Always use *black* mascara," he declared, "and go heavier at the outer corners of the eyes and lighter at the inner corners to make the eyes look long and wide apart. I use Mehron's mascara, but any brand will do.

"Bette isn't nervous. But if you're making up a nonprofessional, ask her to look in a mirror while you apply mascara and she won't blink." The expert washed his brush and took out the lip rouge from the Hampden kit and his own lip brush. "If the photographer uses a highly corrected panchromatic film, use a dark red lipstick to retain the natural color value. But for color photography use the same shade of lipstick that would normally be used for street make-up. I prefer my brush because I'm used to it, but any brush that can be rolled into a fine point is satisfactory." He dipped the brush into cold cream and wiped off the excess until no cream was visible. Then he brushed the point back and forth over the lip rouge jar. "Lip rouge," he warned,

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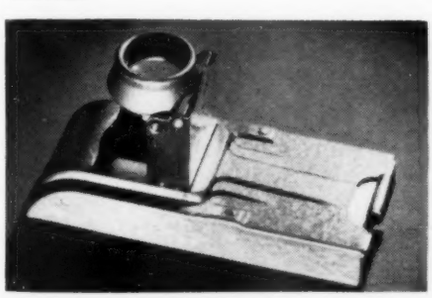

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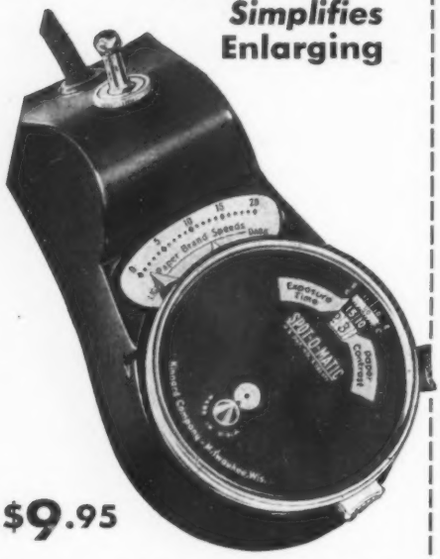

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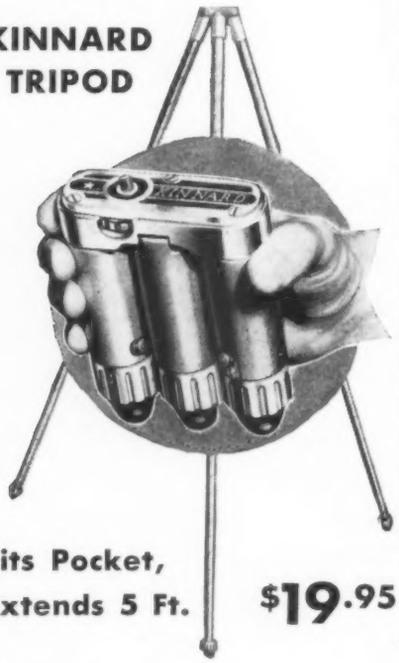

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"is creamier and easier to apply than lipstick. With the brush saturated with the rouge, Doubek began to draw an outline on Bette's mouth.

Starting at the outer corner of the upper lip, he drew a line that followed the contours of her mouth. He then drew on the lower lip, again starting at the outer corner. "Start each stroke at the outer corner," he said, "and stop in the middle. Then fill in the outline with up and down strokes with the grain of the lips to get a perfectly smooth surface."

The make-up expert removed the towel from Bette's shoulders with a flourish and invited his audience to examine the Cover Girl's face. Even Bette Carlin's beautifully modeled face proved how magical can be the effect of a skilful application of cosmetics. Her face was flawlessly smooth, and the eyes and half-mouth were perfection. Then, without further explanation, Francis Doubek matched up the other side of the mouth. But while he worked, he answered a barrage of questions from Tony Venti and Smith.

"What would you have done if Bette had a full, round face?" he was asked.

"That's a good question," said Doubek. "It opens another phase of the problem—the corrective phase. If Bette's face were full I could have created artificial hollows with my eyebrow pencil. I rub the brown eyebrow pencil on my forefinger and use the finger to draw shadows wherever necessary. A line of shadow on either side of a broad nose will narrow it. Flaring nostrils or a bulbous tip can be shadowed with this technique until they present no problem of lighting to the photographer—and require no retouching!

"Be sure to blend the edges of any shadows you create into the surrounding area. Remember, unless it looks right to your eye, it won't look right to the camera. A harsh line between foundation and corrective make-up will draw attention to the very defects you are trying to minimize. By using a lighter shade of foundation for the chin than you used on the face, you can bring a receding chin out of hiding, or by using a darker shade for the chin, you can mollify a pugnacious jaw.

"A full face can be treated the same way. Blend—don't forget how important blending is—a darker shade of foundation than you're using on the face, all around a full face. Use the dark cream almost as a frame from the cheekbones down to the chin. If the usual double chin accompanies the full face, cover the entire under-chin area with darker foundation. Then, by using the same shade of powder for the entire face, you help the blending process and eliminate any dividing line between different shades of foundation."

"Where did you learn all this?" Tony Venti asked.

"In Paris," Francis Doubek replied. "I was a theatrical make-up man there, and with the Metropolitan Opera Company here. I read books in French and German about photographic make-up, and soon I was making up operatic stars for their photographs. Underwood & Underwood gave me my first photographic job, and since then I've made up stars like Judy Canova, Ann Sheridan, Sonja Henie, Maria Montez, and Kate Smith. I make men up, too, Bob Hope, for instance, and just to keep my theatrical hand in practise, I did the make-up for the musical comedy *Up in Central Park*.

"Mostly I like character jobs. One of the most interesting I had was transforming a model into Paul Muni's conception of how Louis Pasteur looked. But in spite of books, I have to work out my own way of doing things. Most make-up sets suggest that you apply foundation against the grain of the skin. I've found that this system raises the fuzz that usually is invisible on a woman's face, while the powder accentuates the fuzzy effect, so I proceed just contrary to directions. And while I prefer Factor's panchromatic cream foundation because pancake looks chalky on some skins, I have used as many as seven different shades of pancake on one face for a corrective make-up that turned out so natural that no retouching was needed. But," he turned to Client Smith again, "make-up isn't designed just to save retouching, although that's important. Mr. Venti will bear me out that make-up does more than that."

"Yes," Tony Venti agreed, "with a model who's been expertly made up, you needn't worry about hiding facial defects with lighting—and in advertising photography that's a big point. But I still think the retouching that make-up saves is the biggest reason for its use in photography."

Doubek didn't agree and Smith said he agreed with both. When they turned to beautiful Bette Carlin to break the tie vote, she was too busy to answer. Bette was putting up her hair for the glamour shot that was next on Tony Venti's schedule. All three men agreed unanimously about one thing. Bette Carlin looked beautiful enough to shoot—with a camera!

(The items and preparations mentioned in this article are obtainable with little difficulty. For instance, eyebrow pencils, mascara, lip rouge, lip brushes, and eye shadow can be purchased in most drug and variety stores; pancake make-up is available at most drug and department stores; baby brushes are sold by department stores and children's shops; the Hampden and other photographic make-up kits will be found in many camera stores; Max Factor Panchromatic Make-up—and Minor, Inc. make-up, a similar type—is available at theatrical drug stores; Mehron's green gold shadow can be ordered direct from Mehron Make-up, 254 West 46 Street, New York City).—

UNIVERSAL FOCUS

Any camera can be adjusted so that it will be in focus for almost any shot, in the same manner that a box camera is pre-set. To accomplish this, set the aperture at *f*/16, the shutter speed indicator at about 1/25 or 1/35, and focus the camera at about 12 feet. This focusing scale adjustment depends, of course, upon the focal length of the lens; however, for the usual small hand camera 12 or 15 feet is right.—*Clyde McNitt, Endicott, N. Y.*

New BOOKS

COLOR PHOTOGRAPHY FOR THE AMATEUR, by Keith Henney. Published by Whittlesey House, New York City. Cloth bound, 6x8¼, 355 pages, illustrated, $5.

A revised edition, this book on color photography contains five color illustrations and a goodly number of halftones and line drawings. The author describes the use of Kodachrome, Ansco Color, and Ektachrome, and tells how to make prints on paper via the carbro, wash-off relief, dye transfer and Printon processes. New materials, such as the S-T Tripac separation negatives, and Ektacolor also are discussed.

The volume contains data on improvements made during and since the war in the field of film, lenses, and developing processes.

PHOTOGRAPHING PEOPLE, by Hugo van Wadenoyen. Published by Focal Press, 381 Fourth Avenue, New York City. Cloth bound, 6¾x9½, illustrated, 162 pages, $4.

Van Wadenoyen is a specialist in the art of photographing people, and his craftsmanship is clearly evident, both in the text of this volume, and in the many pictures which serve as its illustrations. The questions of likeness and camera, their limitations; lighting, and modern flashbulb technique are discussed thoroughly and intelligently. This book is enlightening, informative, and authoritative, and a must on the list of those who wish to enter the field of photo-reportage.

LIGHTING FOR PHOTOGRAPHY, by Walter Nurnberg. Published by Focal Press, 381 Fourth Avenue, New York City. Cloth bound, 6¾x9½, 170 pages, profusely illustrated, $4.

This is the first American edition of a long-famous book on lighting, perhaps one of the best yet published. Originally printed for Great Britain, the volume is now available in this American edition, revised as of 1948.

It deals with the problems of where to put and how to arrange lighting when taking portraits, groups, figure studies, still lifes, glass, metal, and fabrics. More than one hundred examples of lighting style are included as well as many practical ideas for achieving effective lighting results.

TELEVISION ENCYCLOPEDIA, by Stanley Kempner. Published by the Fairchild Publishing Co., 8 East 13th St., New York City. Cloth bound, 5½x7½, 416 pages, illustrated, $6.50.

This is a major non-technical reference book compiled on television. It contains an historical survey on the industry, biographies, glossary of terms used, a survey on merchandising, and a bibliography. Those photographers who are interested in the field, either because of its similarity to motion pictures, or for its future as a photo-market place will find this a good and comprehensive guide to the status and make-up of the television field.

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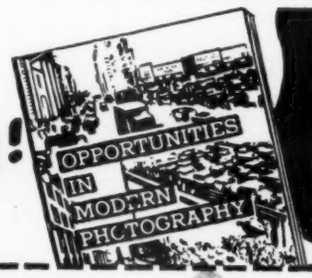

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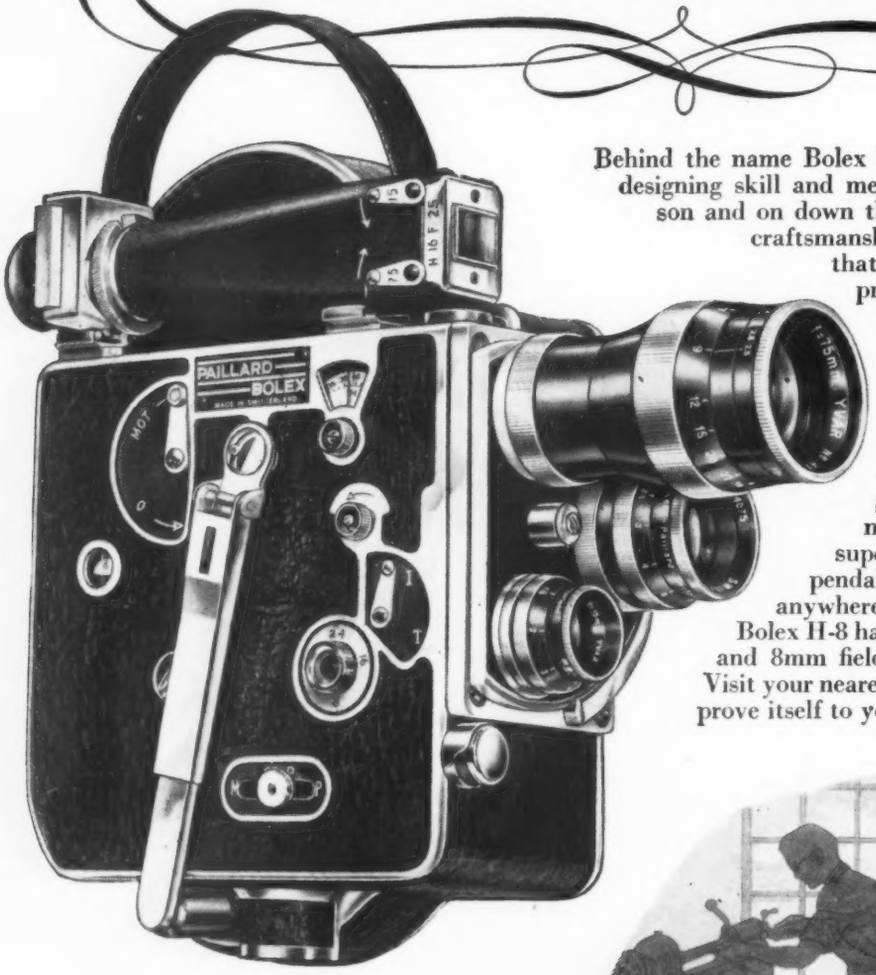

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VARY YOUR SCENE LENGTH

By GEORGE CARLSON

Time your shots to achieve interesting variety, maximum clarity, convincing action, smooth continuity, and appropriate tempo

THERE ARE so many rules for amateur movie makers that at first thought it would seem that to follow all of them would take the fun out of home movie making. We make movies just for the pleasure they give us, and yet it seems that to make our films more "professional" and maybe more interesting to others who share the viewing of them, the personal pleasure and satisfaction should be increased just because of that reason. One rule that is not hard and fast is the one of proper scene length. There is a good deal of leeway in its use.

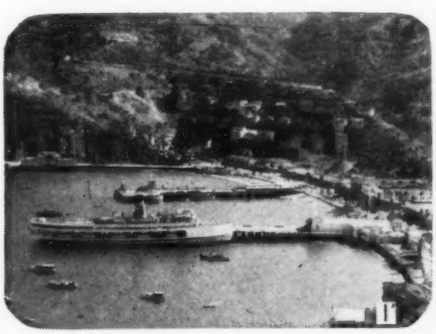
A really dull and uninteresting home movie probably would be one in which all shots and scenes were of the same length. Many amateurs cling to the basic rule of counting ten seconds while holding down the release button on the camera, resulting in two feet of 8-mm film or 4 feet of 16-mm. This is a good rule for average filming, especially to overcome the usual beginners' habit of making shots too short. It usually serves well for ordinary portrait shots of people, average street scenes, and scenics (see illustration No. 1) or of other scenes without too much action.

When the scene contains action of a changing nature or interesting detail necessary to a logical sequence, the rule of the ten second shot can hardly apply, and more or less film may be needed to tell the story. Ordinarily the time a scene should stay on the screen is determined by the time it takes the audience to grasp the idea behind the shot or fully recognize the import of the scene.

Generally in the scenes containing action the camera should be started just before the action commences and stopped when it ends. This rule is variable, especially when introducing a new scene in which the viewing audience may need time to become used to a new situation.

In the simple portrait scene of a man lighting a pipe as in Illustration No. 2, the scene should stay long enough on the screen for him to be recognized and also for him to complete the action. This scene might last seven seconds. A variable might occur in case the match goes out and a second is needed. This scene might run twice as long in order to finish the action.

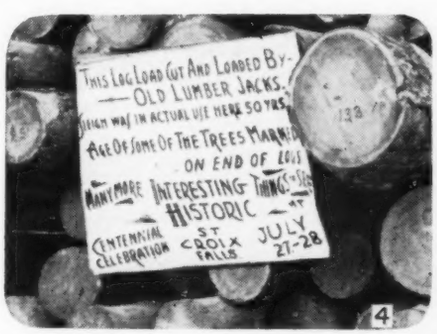
An exception to the rule of filming an action to its completion is in filming an action progressive in nature. An action or happening that may take from many



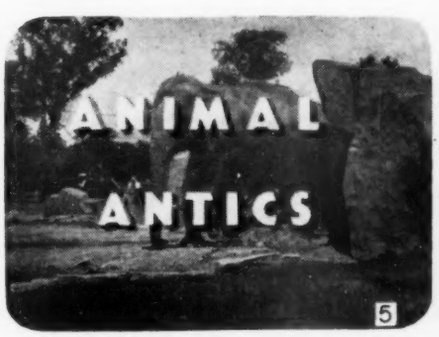
Scenics like this, portraits, street scenes, and other shots without much action can run for about ten seconds — but don't make this an inflexible rule.

Action, such as a man lighting a pipe, might take seven seconds' screen time, but the smart rule to follow is: let the scene run until the action is completed.

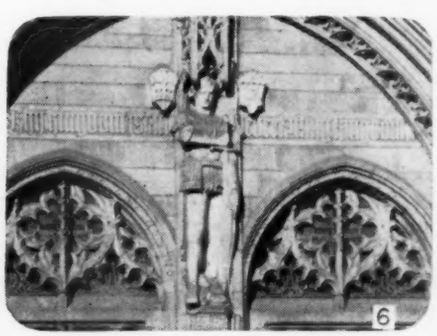
Sustained action calls for an exception to the rule. A story of walk-shoveling can be told by short progressive shots ending in one showing the completed job.



Title scenes should run until every word can be read. Where the reading matter is irrelevant, it should be excluded by angling the camera to make it illegible.



Double-exposed titles, such as this one, should run longer than it takes to read the words. Give the viewer time to take in the import of the moving background.



When using standard long shot, medium shot, and close-up technique on a building shot like this, the close-up should run longer so the viewer can study detail.

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minutes to hours to complete normally, naturally can not be filmed in its entirety. This can be illustrated in a sequence of someone shoveling snow from a sidewalk (see illustration No. 3). All the action need not be filmed. Instead, the sequence is made from several shots of normal length with perhaps a couple of shorter close-ups of the shovel biting into the snow. The final scene would show the snow completely removed from the walk, and the audience would accept the natural lapse of time between the shots taken at different stages in the process.

In an entirely different type of scene such as in illustration No. 4, where the reading of an inscription or sign is necessary to tell the story or to add interest, filming should continue until all the words can be read. Naturally this rule would not apply to a shot of the same

For a long shot, medium shot, closeup sequence of a man loading hay into a barn, the long shot probably would get longer screen time. Then short close-ups of hay sailing through the door would complete the story-telling technique.

scene where words are not discernible.

As most amateurs know, this rule applies to ordinary titles with a plain background as well. Time should be allowed for the title to be read without dragging on the screen. Main titles, however, with an elaborate background or those double exposed on a moving background, such as shown in illustration No. 5, should run a few seconds longer because of the competition the background motion offers the lettering.

The length of the different shots in the standard sequence rule of long shot, medium shot, and close-up should vary according to the character of the subject being filmed as well as the reason for it. Each of the three shots may be longer or shorter as circumstances warrant, depending upon its importance.

However, using the "standard" sequence to film an inanimate object such as a statue or a building with interesting architectural details as in illustration No. 6, for example, the long shot would be least important, perhaps taking five seconds; the medium shot somewhat longer, say eight seconds; while the close-ups showing the detail would be the longest —maybe ten to twelve seconds.

Exactly opposite to this would be a scene of a man loading hay into a haymow—such as shown in illustration No. 7. Here the long shot would be the most important and require the longest footage in order to show the type of work and action in its entirety. The medium shot of the

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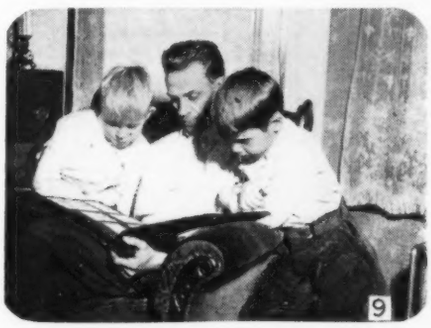
man heaving forkfuls of hay through the barn door would come next in importance, with the shot being somewhat shorter. Even if the medium scenes were broken up into two or more angle shots, individually they still could be shorter than the long shot. The close-ups would be shortest—being merely added bits of interest—perhaps a close-up of the hay sailing through the door, shot from inside the barn.

In the case of the beekeeper in illustration No. 8, the scene length would probably be more equalized, with all three

Sequences of a bee-keeper at work probably would call for near-equal screen time for long, medium, and close-up shots.

shots sharing in importance to a large extent.

In scenes involving more than one person such as in illustration No. 9, the medium or near shot would be the most important and require the most footage because time must be given for the three parties and their actions to be recognized. A close-up of the album and pictures be-



In sequences showing small groups, the close-ups undoubtedly would take the longest screen time—because time must be allowed for each person to be recognized and for his actions to be understood.

ing seen could be much shorter—as well as the reaction shots of each person in the scene. The long shot, on the other hand, would be least important, and might not even be needed, except where it was desirable to show that the scene was in the living-room of the house.

In summing up, it can readily be seen that the value and importance of the particular shot being filmed, as well as the tempo desired in the sequence, will determine the actual screen length of the scene. The filmer must decide for himself.

Judging a scene's importance while filming can be a decided help in saving film and in many cases time and uncertainty in editing.—

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YOUNG HOUSEWIFE. 10 minutes, 16-mm black-and-white. Rental $1.25. Available for sale. British Information Services. New York office, 30 Rockefeller Plaza, New York 20, N. Y.; Chicago office, 39 South LaSalle Street, Chicago 3, Illinois.

This film, made for the Ministry of Information, describes the training of teen-age

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The T-Stop

(*Continued from page 87*)

laboratories, and to submit a recommendation for a new and accurate system.

The first step has just been taken. On July 6, 1948, the SMPE's subcommittee on lens calibration issued its report over the following introductory paragraph:

> "The above Committee has discussed the problem at great length, and recommends the following as a Standard Procedure for the Photometric Calibration of the aperture markings on a photographic lens. The need for a photometric type of aperture calibration ("T-Stop") is becoming increasingly felt, and it has the advantage that diaphragms of any shape, pentagonal, scalloped, or irregular, can be correctly labeled with as much ease as a circular aperture. The presence or absence of anti-reflection coatings is automatically included in the calibration, and so also are factory variations in the focal length and in the iris mechanism. The exposure required for all lenses at the same T-stop will then be precisely the same."

The next step will be the acceptance of this report by the SMPE's standards committee, and subsequent transmittal to the American Standards Association. To the top experts of the field, its acceptance seems a foregone conclusion.

The new method of calibration will be known as the T-stop system, the "T" denoting transmission of light. Calibrations are determined by comparison with free and known light passing through an aperture in which there is no glass whatsoever, and therefore no light loss. The T-stop equals the focal length of a lens divided by the diameter of an open hole which transmits the same amount of light as the aperture being calibrated.

In practical application of the formula, light passing through a lens actually is measured by a photoelectric cell. At each T-stop the light is measured, and the lens is calibrated accordingly. Thus T-8 on any lens, for example, will admit exactly the same amount of light as T-8 on any other lens calibrated by the T-stop system.

When the first T-stop lenses appear on the market, which won't be long now, they might seem somewhat slower to the casual observer comparing maximum apertures. This is not the case. The difference is that the T-stop tells the truth in terms of transmission—allowing for all light losses—while the *f*/ number always has contained some measure of "inflation" because these losses were neglected.

Bell & Howell, well known for its movie equipment, now is about to enter the still camera field with a de luxe 35-mm miniature known as the "Foton." It will be equipped with a 2-inch T-2.2 Taylor-Hobson Cooke coated lens—calibrated in T-stops. In the present system of calibration, this lens would be known as an *f*/2, but the B&H engineers have long been enthused about the new system which they helped to create and have decided to be the first to adopt it officially. The entire line of Bell & Howell and Taylor-Hobson motion picture camera lenses will be replaced gradually with T-stop lenses as production and manufacturing facilities permit. The B&H engineers are confident the public will understand that T-2.2 is not slower than *f*/2—just a little more accurate and a little more honest.—

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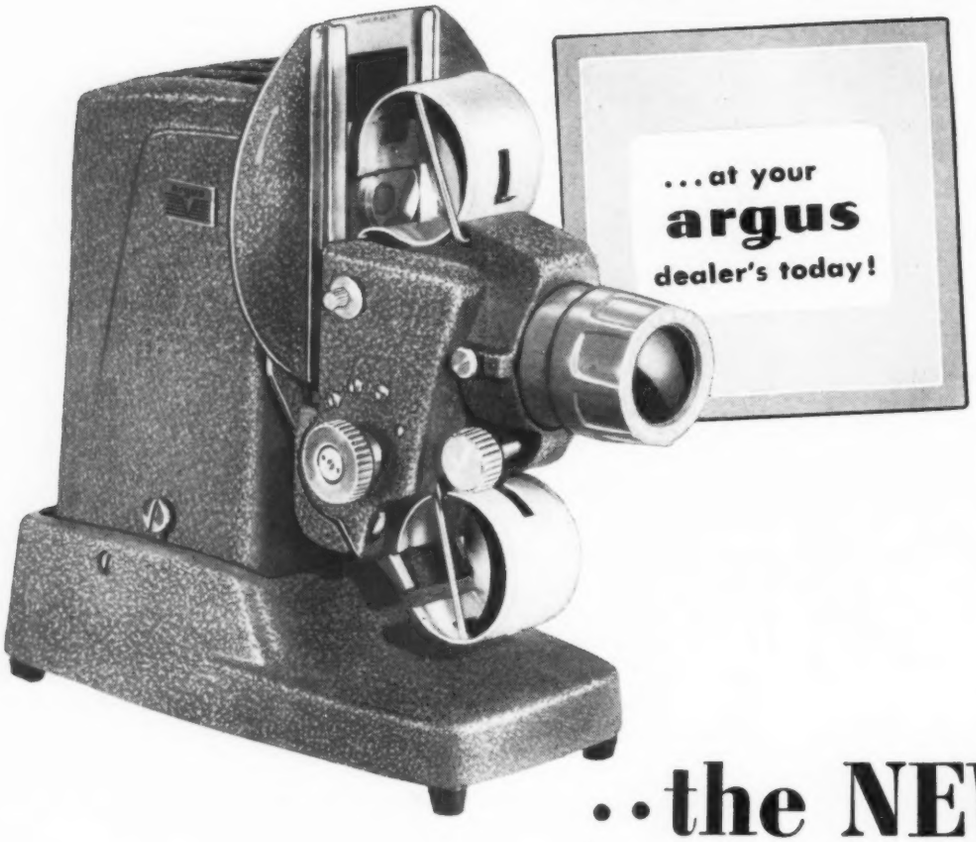


··the NEW Argus 300 watt Projector!

Before an Argus engineer ever put a compass to the drawing board, thousands of photo fans across the country were asked this question: **"What features do you want most in a quality projector?"**

You gave us the answers, then we went to work. The new Argus PA-300 Projector is the result. An instrument of quality you and photographers like you actually helped to design.

You asked for more brilliance on the screen...You'll see it in your new PA-300
You asked for super-fine definition in projection...You'll see it in your new PA-300
You asked for an extended "throw" without loss of quality...You'll see that, too, in your new PA-300

If you want to see the projector of the year—the projector built on your say-so, drop in at your favorite Argus dealer's today. And don't forget to have some of your very best slides along. For after you've examined the PA-300, and checked it over thoroughly, you'll want to use it. And—if past performances will allow a prediction, we've a slight suspicion you'll want to own it.

argus

ARGUS, INCORPORATED • ANN ARBOR, MICHIGAN

FINE CAMERAS, PHOTOGRAPHIC PRODUCTS AND PRECISION OPTICAL INSTRUMENTS

1948-9 DIRECTORY

OF PHOTOGRAPHIC EQUIPMENT

INDEX

Cameras, Movie.....127
Cameras, Still.....113
Contact Printers.....148
Developers, Prepared.219
Developing Tanks....220
Electronic Flash Units.....214
Enlargers.....153
Enlarging Easels.....162
Exposure Meters.....142
Films, Still.....138
Films, Movie.....140
Filters.....146
Flashbulbs.....213
Flash Synchronizers..204
Front Lenses.....161
Lamps for Picture Taking.....226
Lenses.....172
Movie Editors.....134
Movie Titlers.....136
Papers.....167
Print Dryers.....168
Printing Exposure Meters.....151
Projectors, Movie...186
Projectors, Still.....194
Projection Screens...202
Range Finders.....201
Spotlights.....222
Miscellaneous Equipment.....229
Manufacturers' and Distributors' Address List.....238

THIS Directory, the most popular of its kind ever published, makes its first post-war appearance with many new and interesting items. Its listings are confined primarily to photographic equipment for the amateur.

The Directory was compiled by the editors of POPULAR PHOTOGRAPHY, who relied on information furnished by the manufacturers and distributors of the equipment. The properties ascribed to the various items are those claimed by the manufacturers and distributors themselves.

Limitations of space prohibited the detailed listing of each and every kind of equipment. Classified under the heading of "Miscellaneous Equipment" will be found a condensed Directory covering items not described in detail.

All data given and prices quoted are as of August 1, 1948, and are subject to change.

STILL CAMERAS

ADOX ADRETTE II

Cartridge 35 mm; 36 exposures, 1x1½"; Steinheil Cassar 5 cm f/3.5 lens; Compur Rapid shutter with speeds from 1 sec. to 1/500 sec. eye-level finder; scale and manual focusing; exposure counter; eveready case. Price, $85.00. Complete line of accessories.
DIST., Burleigh Brooks.

AGFA KARAT II

Cartridge, 35 mm; 12 exposures, 24x36 mm; 50 mm Schneider Xenar f/2.8 lens; Compur Rapid shutter, speeds from 1 sec. to 1/500 sec., T & B; eye-level finder; coupled rangefinder; 1 window for range- and viewfinders; eveready case; hyperfocal distance table; depth of field guide; exposure counter; finger lever simultaneously transports film and cocks shutter. Price, $195. Accessories include slip-on lenses, filters, and lens shade.
DIST., George Levine & Sons Co.

ANSCO FLASH CLIPPER

Roll film size 616; 16 exposures; 2 1/16x2¼ size; fixed focus; double lens; rotary shutter; built-in synchronization; eye-level viewfinder. Price, $14.41 including tax. Accessories include eveready case at $3.25.

ANSCO PIONEER 16

Roll film size 616; 8 exposures, 2¼x2¼ size; single f/14 lens; fixed focus; rotary shutter; speed 1/50 sec.; eye-level finder; built-in synchronization. Price, $7.50 including tax. Flash attachment available as accessory.

ANSCO REDIFLEX

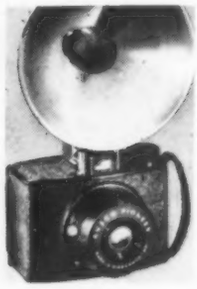
Roll film size 620; 12 exposures; 2¼x2¼ size; double f/11 lens; fixed focus; rotary shutter with Inst. (1/50) and Bulb; built-in synchronization; reflex-type finder. Price, $14.70. Accessories include flash attachment, two types of eveready cases.

ANSCO AUTOMATIC REFLEX

Roll film size 120; 12 exposures 2¼x2¼; 2-lens reflex; 83 mm coated anastigmat f/3.5 lens; depth of field scale; set-and-release-type shutter; speeds from 1 sec. to 1/400; eye-level and reflex-type finders; regular equipment includes focusing scale,

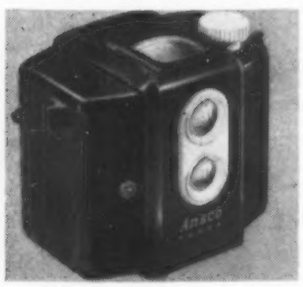
exposure counter, depth of field guide. Price, $262.50 including tax; eveready case, $12.50. Accessories include filter, lens shade.

ANSCO PIONEER 20



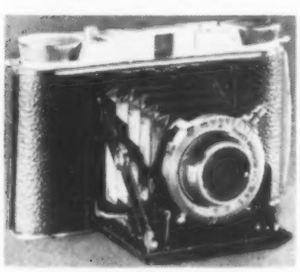
Roll film size 620; 8 exposures; 2¼x3¼ size; same features and equipment as Pioneer 16. Price, $6.95 including tax.

ANSCO PANDA



Roll film size 620; 12 exposures; 2¼x2¼ size; single f/14 lens; fixed focus; rotary shutter; speed 1/50 sec.; reflex-type finder. Price, $4.89 including tax. Eveready case, $1.10.

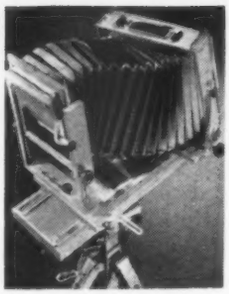
ANSCO TITAN



Roll film size 120; 12 exposures 2¼x2¼; 90 mm coated anastigmat f/4.5 lens with depth of field scale; set-and-release-type shutter; speeds from ½ sec. to 1/400, with time and bulb; built-in synchronizer; eye-level finder; scale and helical focus. Price, $89.36 including tax; eveready case, $7.50.

ANSCO UNIVERSAL VIEW—5x7

Sheet film 5x7; removable lens board; tilt and swing back; tilt, and vertical and horizontal controls on lens board; 20" bellows extension. Price (without lens) including



extra lens board and with case, $141.90 including tax. Also available without case.

ANSCO UNIVERSAL VIEW—8x10

Similar to above; take 8x10 sheet film. Price $171.86 including tax. Price includes case and extra lens board.

ANSCO SHUR SHOT

Roll film size 120; 8 exposures 2¼x3¼; single f/14 lens; rotary shutter with 1/50 speed; waist-level finder; fixed focus. Price, including tax, $3.60.

MFR., Ansco.

APLAX MODEL 35

Cartridge, 35 mm; 36 exposures, 1x1½"; miniature camera; 50 mm coated f/1.9 Foca lens; depth of field scale; focal plane shutter, speeds from 1/10 to 1/1000 sec., T & B; built-in synchronization; eye-level finder; helical focus; coupled rangefinder, 1 window for range- and viewfinders; hyperfocal distance table. Price, with eveready case, $295.

DIST., General Photo Supply Co.

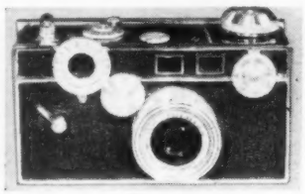
ARGOFLEX MODEL EM

Roll film size 620; 12 exposures, 2¼x2¼; 75 mm coated Varax anastigmat f/4.5 lens; depth of field scale; 2-lens reflex; taking lens f/4.5 anastigmat; Compur shutter speeds, 1/10 to 1/200 sec., T & B; eye-level and waist-level finders; reflex focusing; aluminum construction. Price, $64.40, including tax; leather case, $8.50.

ARGUS A-2

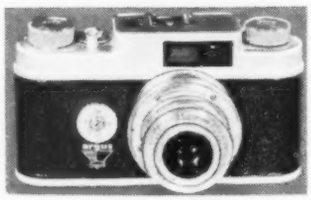
Cartridge 35 mm film; up to 36 exposures 24x36 mm negative size; coated Cooke Triplet f/4.5 anastigmat lens; Compur-type shutter; speeds from 1/25 to 1/200 sec. and Time & Bulb; eye-level finder; two-point focusing; regular equipment; exposure counter, built-in exposure meter. Price, $33.88 including tax; carrying case, $5.50. Accessories include slip-on lenses, filters, and lens shade.

ARGUS C-3



Cartridge 35 mm; up to 36 exposures 1x1½"; 50 mm coated Cintar anastigmat f/3.5 lens; behind-the-lens shutter, 1/10 to 1/300 sec., & B; built-in synchronizer; eye-level finder; coupled rangefinder; exposure counter; film indicator; Price, $69.58 including tax; carrying case, $8.50. Accessories include slip-on lenses, filters, and lens shade.

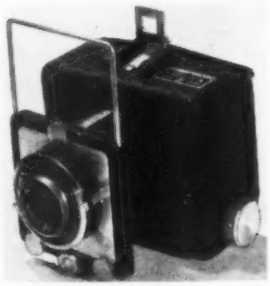
ARGUS MODEL 21



Cartridge 35 mm; up to 36 exposures 1x1½"; 50 mm coated Cintar anastigmat f/3.5 lens; behind-the-lens shutter, 1/10 to 1/200 sec., & B.; built-in synchronizer; eye-level finder; manual and helical focusing; exposure counter; "Markfinder" rangefinder, automatic shutter cocking, double exposure and skip frame prevention. Price, $51.75 including tax; carrying case, $8.50. Accessories include slip-on lenses, filters, lens shade.

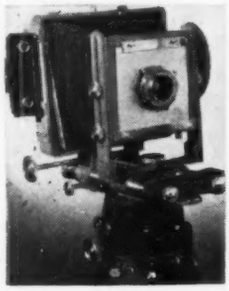
MFR., Argus, Inc.

BACO PRESS CLUB



Sheet film, packs, 2¼x3¼; optional lens equipment; collapsible wire frame type finder; groundglass, scale focusing; camera will take new 8" Raptar in Rapax shutter. Price, without lens, $41.63 including tax. Accessories include, interchangeable lenses, slip-on lenses, filters, film adapters, lens shade.

BACO 4x5 DELUXE PRESS VIEW



Sheet film, packs, 4x5; optional lens equipment; 22" bellows extension; fully revolving groundglass back; rising and falling, swinging and tilting lens board. Price, less lens, $75.00 no excise tax. Accessories include various tubular finders; deluxe case which takes 12 - 4x5 holders, flashgun, extra lens, etc., $52.50.

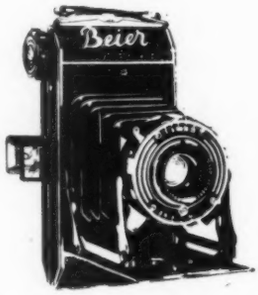
MFR., Baco Accessories Co.

BEACON II

Roll film size 127; 16 exposures, 1¼x1⅝"; 46 mm 2-element color corrected Whitar f/11 lens; all surfaces coated; 2-blade-type shutter, 1/50 sec. and B. speeds; built-in synchronization; eye - level finder; fixed focus. Price, $9.95 including tax. Flash attachment, $4.95; eveready case, $2.50.

MFR., Whitehouse Products, Inc.

BEIER

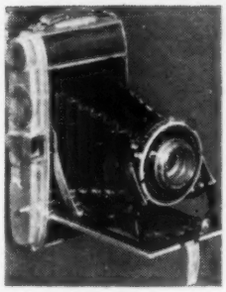


Roll film size 120; 8 exposures 2¼x 3¼; or 16 exposures, 2¼x1⅝; 105 mm Rodenstock f/4.5; between-the-lens shutter, speeds from 1/25 to 1/100 sec., T & B; eye-level finder; manual focusing. Price, $34.95.

DIST., George Levine & Sons Co.

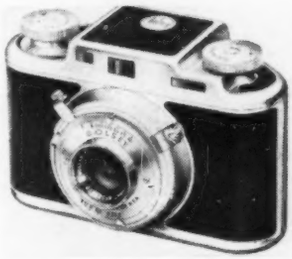
BLOC METAL 45

Roll film size 620; 8 exposures, 2¼x3¼"; folding-type camera; 105 mm coated Berthoit f/4.5 anastigmat lens in Prontor Compur shutter, speeds from 1 sec. to 1/200 sec., T & B; delayed action; built-in synchronization; depth of field scale; eye-level finder; manual focusing;



cable-release lock. Price, with leather eveready sheath, $60. Accessories include interchangeable lens, slip-on lenses, filters, etc.
DIST., General Photo Supply Co.

BOLSEY MODEL B

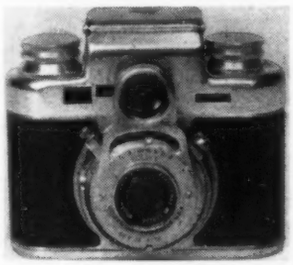


Cartridge, 35 mm; up to 36 exposures, 24x36 mm; coated 44 mm f/3.2 Wollensak Anastigmat lens; depth-of-field scale; Wollensak 3-blade shutter, speeds from 1/10 to 1/200 sec., T & B: eye-level finder; scale and helical focusing; coupled rangefinder with one window for range- and viewfinder; extremely small and compact. Price, $50.63; eveready case, $7.25. Accessories include slip-on lenses, filters, etc.

BOLSEY MODEL B2

Identical in appearance and equipment; added features include a double-exposure-prevention device, synchronized shutter with internal wiring in the camera; depth-of-field scale, and a film-type indicator. Price available on request.

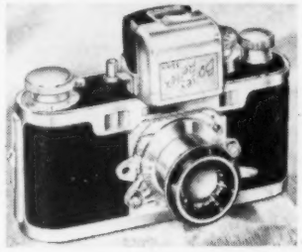
BOLSEY MODEL C



Cartridge, 35 mm; up to 36 exposures, 24x36 mm; 44 mm coated f/3.2 Wollensak Anastigmat lens; depth of field scale; 2-lens reflex camera; Wollensak shutter, speeds from 1/10 sec. to 1/200 sec., T & B; synchronized shutter with internal wiring in camera; reflex focusing and helical focusing; coupled rangefinder; one window for range- and viewfinder; double-exposure prevention device; depth-of-field scale; film-type indicator. Price available on request.

BOLSEY REFLEX MODEL G

Cartridge, 35 mm; up to 36 exposures, 24x36 mm; 50 mm coated f/2.9 Angenieux Anastigmat lens; bayonet mount; depth-of-field scale; focal-plane shutter, speeds 1 sec. to 1/1000 sec., T & B; eye-level and waist-level finders; groundglass back; reflex focusing; focusing scale; coupled rangefinder; one window for range- and viewfinder; extremely compact. Price, $387.19; eveready

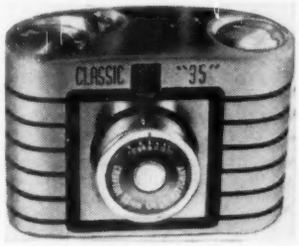


case, $19.75. Accessories same as above models plus interchangeable lenses.

BOLSEY REFLEX MODEL H

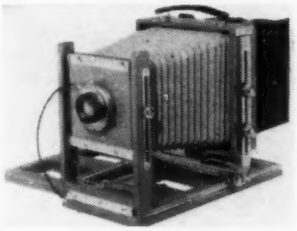
Same as the Model G camera except is equipped with 50 mm coated f/1.8 Angenieux Anastigmat lens. Price, $564.11. Eveready case, $19.75; accessories same as Model G.
MFR. Bolsey Corp. of America.

CLASSIC 35



Cartridge, 35 mm; up to 72 exposures, single-frame 35 mm; 32 mm coated f/4.5 Anastigmat lens; between-the-lens shutter with 1/50 sec. shutter speed; cable release socket for Time exposures; arranged for synchronized flash; eye-level finder; fixed focus; film winder cocks shutter preventing double exposures; exposure counter with magnifying glass; exposure guide; lens cover; shutter release flush on body; cannot be operated when lens barrel is retracted. Price, $29.50 including tax.
MFR. Craftmen's Guild

B&J COMMERCIAL VIEW 4x5



Sheet film, packs, 4x5; optional lens and shutter equipment; 20" bellows extension; reversible wood back; rack-and-pinion focusing; double extension bellows: calibrated groundglass with four-sided focusing hood; 5¼x5¼" lens board. Price, less lens, $59.50; deluxe case, $10.95. Accessories include reducing back.

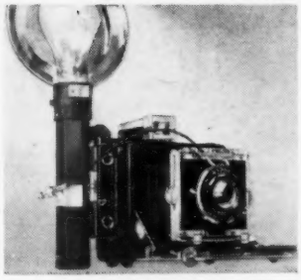
B&J COMMERCIAL VIEW 5x7

Similar to above with same adjustments in all planes; 21" bellows extension. Price, less lens, $69.50; case, $10.95.

B&J COMMERCIAL VIEW 8x10

Similar to above with same adjustments in all planes; 28" bellows extension; 6x6" lens board. Price, less lens, $89.50; case, $13.95.

B&J SPEED PRESS 2¼x3¼

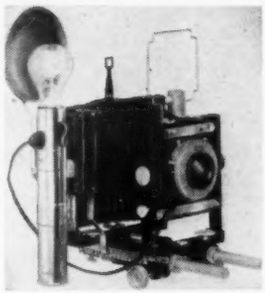


Sheet film, packs, 2¼x3¼; optional lens equipment; 10½" bellows extension; eye-level finder; swings and tilts on lens board; calibrated groundglass with four-sided focusing hood. Price, less lens, $69.50; deluxe case, $16.95. Accessories include rangefinder, flash equipment, interchangeable lenses, filters.

B&J SPEED PRESS 4x5

Sheet film, packs, 4x5; optional lens equipment; 13½" bellows extension; eye-level finder; revolving back; all-metal body; all swings and tilts on lens board; calibrated groundglass with four-sided focusing hood; 4x4" lens board. Price, less lens, $69.50. Same accessories available as above; price of case the same.
MFR., Burke & James, Inc.

BRAND 17 4x5 UNIVERSAL CAMERA

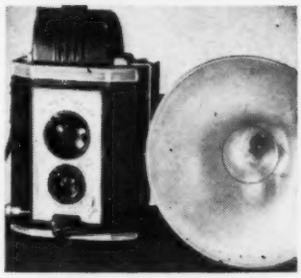


Sheet film, packs, 4x5; optional lens equipment; takes focal lengths from 3½ to 14 inches; 17" bellows extension; collapsible wire frame type finder; coupled rangefinder; scale focusing; groundglass back. Price, with split 4x5 Graphic-type dividing back, $105.00 less lens. Price, with 4x5 Graflex-type or Graphic-type revolving back, $97.50 less lens. Accessories: interchangeable lenses, filters, film adapters, lens shade, etc.
MFR., Brand Camera Co.

BROWNIE FLASH SIX—20 MODEL

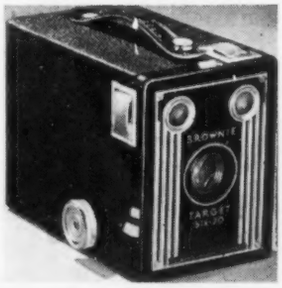
Roll film size 620; 8 exposures, 2¼x3¼"; meniscus lens; two-position focusing, 1 & B shutter speeds; enclosed eye-level finder; built-in synchronization. Price, with Flashholder unit, $13.97; without Flasholder unit, $10.35. Tax included in both prices. Close-up attachment available.

BROWNIE REFLEX—SYNCHRO MODEL



Roll film size 127; 12 exposures, 1⅝x1⅝"; meniscus lens; 1 & B shutter; built-in synchronization; fixed focus; reflex finder. Price, $9.49 including tax; Flasholder, $4.03 including tax.

BROWNIE TARGET, Six-20 and Six-16

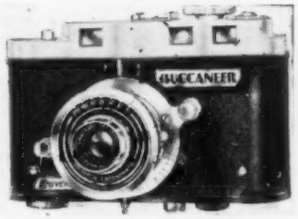


Six-20 models take roll film size 620, 8 exposures, 2¼x3¼"; Six-16 models take roll film size 616, 8 exposures, 2½x4½"; meniscus lens, single-action shutter; 1 & B; waist-level finder; fixed focus. Price, Six-20 model, $5.18 including tax; Six-16 model, $5.75 including tax.

BABY BROWNIE SPECIAL

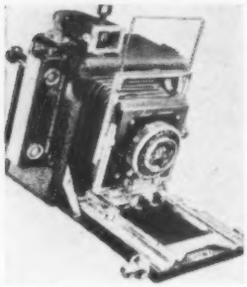
Roll film size 127; 8 exposures, 1⅝x2½"; meniscus lens, instantaneous; fixed focus; enclosed eye-level finder; body-type plunger. Price, $3.16 including tax. Close-up attachment available as accessory.
MFR., Eastman Kodak Co.

BUCCANEER



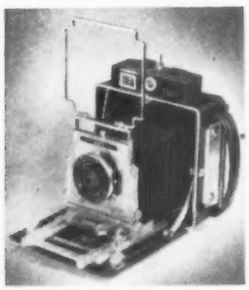
Cartridge 35 mm; up to 36 exposures, 1x1½"; 50 mm coated anastigmat triplet f/3.5 lens; between-the-lens shutter with speeds from 1/10 to 1/300 sec., T & B; built-in synchronization; exposure counter; exposure guide; built-in extinction-type exposure meter; Film minder. Price, $65.00. Eveready case, $7.25. Accessories include filter, etc.
MFR., Universal Camera Corp.

BUSCH PRESSMAN C



Sheet film, pack, 2¼x3¼"; lens equipment optional; 9" bellows; eye-level and collapsible wire frame type finders; groundglass and scale focusing. Takes all standard press camera accessories. Price, less lens, $73.40. Professional case, $36.50.

BUSCH 4x5 PRESSMAN D



Sheet film 4x5, pack 4x5 or 3¼x4¼"; comes with either 127 mm coated Kodak Ektar f 4.7 lens in Busch Supermatic shutter with speeds from 1 sec. to 1/400 sec., T & B; or 135 mm coated Wollensak Raptar f/4.5 lens in Rapax shutter with speeds from 1 sec. to 1/400 sec., T & B; both shutters have built-in synchronization; double extension bellows taper to lens mount; eye-level finder and collapsible wire frame finder with parallax correction on rear sight; groundglass back; manual and scale focusing; coupled rangefinder; combined rangefinder-viewfinder with automatic parallax compensator and electrical focusing beam; revolving back; focusing magnifier; adjustable infinity stops for interchangeable lenses. Price, approx. $225, with either lens equipment mentioned.
MFR., Busch Precision Camera Co.

CAMPUS

Roll film size 620; 8 exposures, 2¼x3¼"; 110 mm meniscus f 11 lens; single blade shutter with 1/50 sec. speed, & B; built-in synchronization; eye-level finder; fixed focus. Price, $9.95.
DIST., Pho-Tak Corp.

CENTURY MASTER STUDIO OUTFIT

Portrait studio camera complete with stand; sheet film, 5x7, and 8x10 sizes; 9x9" lens board; groundglass back; 1 - 8x10 holder; 1 - 5x7 holder; "two on" 8x10 and "two on" 5x7 winged kits; vertical and horizontal swings; two built-in compartments for film holders; slide groundglass carriage; 8x10 reversible adapter back; 5x7 reversible adapter back. Price, $390.00.
MFR., Eastman Kodak Co.

CIROFLEX B

Roll film size 120; 12 exposures, 2¼x2¼; 2-lens reflex; 85 mm coated Wollensak Velostigmat f/3.5 lens; depth of field scale; Alphax shutter, speeds from 1/10 to 1/200 sec., T & B; reflex and scale focusing; eye-level viewfinder. Price, $68.50; eveready case, $8.50.

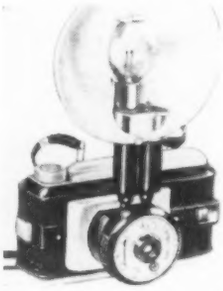
CIROFLEX C

Roll film size 120; 12 exposures, 2¼x2¼"; 2-lens reflex; 85 mm coated Wollensak Velostigmat f/3.5 lens; depth of field scale; Rapax shutter, speeds from 1 second to 1/400 sec., T & B; reflex and scale focusing; eye-level finder. Price, $88.50; eveready case, $8.50.
MFR., Ciro, Inc.

CLARUS MS35

Cartridge, 35 mm film; up to 36 exposures, 1x1½"; 50 mm coated Wollensak Velostigmat f/2.8 lens; depth of field scale; focal plane shutter, speeds from 1/25 to 1/1000 sec. & B; built-in synchronization; built-in viewfinder; helical focusing; coupled rangefinder; exposure counter; hyperfocal distance table; depth of field guide; accessory shoe clip. Price, $116.25 including tax; with Wollensak Velostigmat f/2 lens, $168.50; eveready case, $6.50.
MFR., Clarus Camera Mfg. Co.

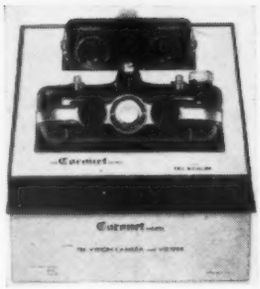
COMET FLASH



Roll film size 127; 8 exposures, 1⅝x2½"; meniscus lens; 2-position depth of field scale; Compur-type shutter, speed 1/25 second, & B; eye-level finder; 2-position focus. Price, $9.95.
MFR., Zenith Camera Corp.

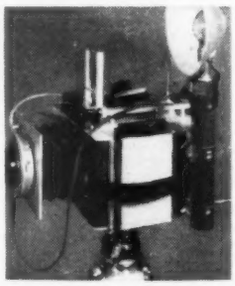
CORONET STEREO

Roll film size 828; 6 sets of stereo exposures, or 12 regular exposures;



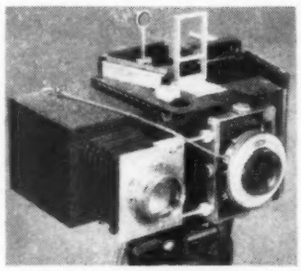
54 mm coated meniscus f/8 lens; 1/50 second shutter speed, and T; built-in synchronization; eye-level finder; fixed focus; 6 stereo holders. Price, $24.50; case, $4.95.
MFR., Tri-Vision Sales Co.

CURTIS COLOR-SCOUT 48



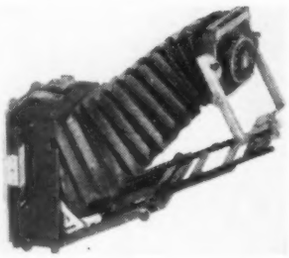
Color camera, two mirror type; negative size 2¼x3¼"; film packs or sheet film in special-built holders; film held in register by filter; Ilex Faragon 7½", f/4.5 coated lens; Ilex Synchro shutter, speeds from 1 sec. to 1/200 sec., T & B; direct-vision viewfinder; groundglass back; coupled rangefinder; Flash equipment; film pack magazines. Price, $595.00.

CURTIS COLOR-MASTER 48



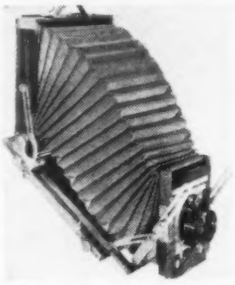
Color camera 1-shot, 2-mirror type; negative size 4x5"; takes film packs or sheet film as above; lens equipment optional; 12" bellows extension; groundglass back; eye-level finder; coupled rangefinder; equipment case; all equipment arranged to suit customer's use. Curtis Twin lens Focusing Viewfinder available as an extra. Price, less lens, $1070. Complete accessory list.
MFR., Curtis Laboratories, Inc.

DEARDORFF TRIAMAPRO 4x5



Plates, sheet film, filmpack, or adaptable to roll film with holders; supplied with standard spring backs; can be adapted to all synchronous flash and rangefinder equipment; 19-inch bellows extension; lens board rises, lowers, swings vertically and horizontally; double sliding front standard; camera bed rises, lowers, drops completely for wide angle lenses; metal revolving back; peep sight and wire finder. Price upon request. Fitted case available.

DEARDORFF PRECISION COMMERCIAL VIEW 4x5, 5x7, 8x10

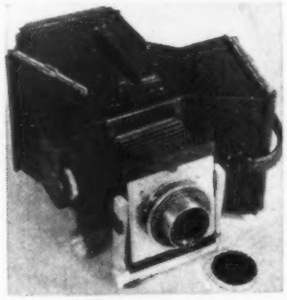


Somewhat similar to above; 18" bellows extension on 4x5, 24" on 5x7, and 30" on 8x10 model. Prices, without lens equipment, 4x5 model, $150.00; 5x7 model, $159.00; 8x10 model, $216.00. Available as accessories are carrying cases, reducing, dividing backs, extra lensboards, Packard shutter adapters.
MFR., L. F. Deardorff & Sons.

DEFENDER

Roll film size 120; 8 exposures, 2¼x3¼"; 110 mm meniscus f/11 lens; single blade shutter with 1/50 sec. speed, & B; eye-level finder and fixed focus. Price, $4.95.
DIST., Pho-Tak Corp.

DEVIN COLOR CAMERA



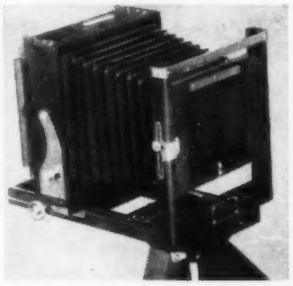
One-shot tri-color, 5x7; metal construction; rise, fall, swing, and tilt front; two pellicle mirrors; groundglass focusing; full 20" extension bellows; takes 5x7 sheet film; optional lens equipment (12" lens recommended); release action of plate gives absolute register. Price, with special case, $895. Accessories include filters and lens shade.
MFR., Photographic Products, Inc.

DUCA

Cartridge, 35 mm; 12 exposures, 24x36 mm; 50 mm Ducar f/11; shutter speed of 1/30 sec., & B; eye-level finder; manual focusing; one-sweep

finger lever simultaneously transports film and cocks shutter; automatic film counter. Price, $19.98; pouch-type case, $2.50.
DIST., George Levine & Sons Co.

EASTMAN VIEW 33A



Sheet film, packs, 5x7; optional lens equipment; 13" bellows extension; groundglass back; 1 Kodak film holder; 1 film-pack adapter; rising and falling front; horizontal and vertical swing back; reversible back; cut-off board for two exposures on one 5x7 film. Price, $75.00; case $12.00. Complete accessories available.
MFR., Eastman Kodak Co.

ENSIGN FUL-VUE

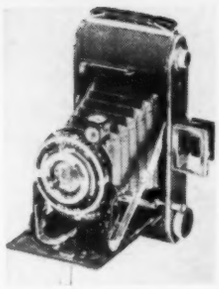
Roll film size 120; 12 exposures, 2¼x2¼"; Ensign All-Distance lens with a two-position focusing mount; reflex-type finder; single-action shutter with Instantaneous speed and T; all-metal construction. Price, $12.95, tax included.

ENSIGN COMMANDO

Roll film size 120; 12 or 16 exposures as the Autorange; 75 mm Ensar Anastigmat f/3.5 lens; Epsilon shutter, speeds from 1 sec. to 1/200 sec., T & B; eye-level finder; coupled rangefinder and focal plane focusing; automatic film winding; double exposure prevention; film counter; accessory clip; cable release socket. Price, $199.75, tax included. Slip-on lenses available as accessories.

ENSIGN SELFIX

Roll film size 120; 8 or 12 exposures, 2¼x3¼, and 2¼x2¼"; 105 mm Ensar Anastigmat f/4.5 lens; Epsilon shutter, speeds from 1 sec. to 1/150 sec., B & T; eye-level and waist-level finders; manual focus; body release. Price, $74.95, tax included.



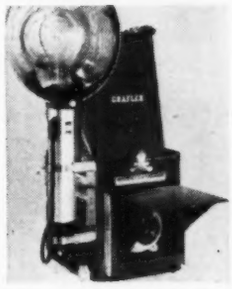
ENSIGN AUTORANGE

Roll film size 120; 12 or 16 exposures, 2¼x2¼, and 1⅝x2¼"; 105 mm Ensar Anastigmat f/4.5 lens; Epsilon shutter, speeds from 1 sec. to 1/150 sec.; T & B; depth of field scale; coupled rangefinder, 1 window for finder and viewer; like Selfix, has built-in hinged masks for film sizes; film counter. Price, $129.54, tax included.
DIST., Dowling's, Inc.

FED-FLASH

Roll film size 127; 8 exposures, 1⅝x2½"; 64 mm achromatic meniscus f/15 lens; Federal Flash-matic shutter with 1/40 sec. speed; built-in synchronization; fixed-focus; eye-level finder. Price of camera, $9.95, including tax; flash unit available as accessory for $3.95, including tax.
MFR., Seminar Elec. Prod., Inc. Corp.

SUPER D GRAFLEX-REVOLVING BACK

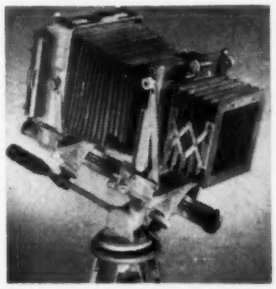


Sheet film, packs, 4x5, 3¼x4¼ models; single-lens reflex; interchangeable optional lens equipment; focal plane shutter with speeds from 1/30 to 1/1000 sec. & T; built-in synchronization; automatic diaphragm; groundglass back, reflex focusing; revolving back. Price of 4x5, including 7½" coated Ektar f/5.6 lens, $259.35; 3¼x4¼, with 6" coated Ektar f/4.5, $244.80. Accessories include case, lenses, filters, film adapters, lens shades, Graflex Flashing Unit, focusing panel, etc.

SERIES B GRAFLEX-REVOLVING BACK

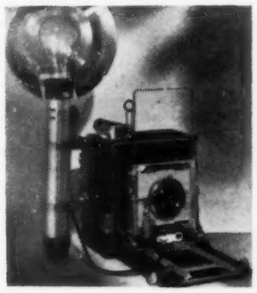
Sheet film, packs, 2¼x3¼"; 127 mm coated Ektar Anastigmat f/4.5 lens; focal plane shutter, speeds 1/10 to 1/1000 sec. & T; single-lens reflex; groundglass back with reflex focusing; revolving back. Price, including film-pack adapter, $157.50. Accessories same as Super D model.

GRAPHIC VIEW—4x5



Sheet film, packs, 4x5, 3¼x4¼; interchangeable optional lens equipment; 12½" bellows draw; groundglass back; removable lensboard; tilts, swings, and shifts on front and back; also available with reversible back; Graphic or Graflex backs in 3¼x4¼ or 4x5 size; v-section aluminum alloy bed; camera bed combined with pan-tilt head; spirit level; track locks. Cases included. Price, without lens, $130.00. Complete line of accessories.

PACEMAKER SPEED GRAPHIC

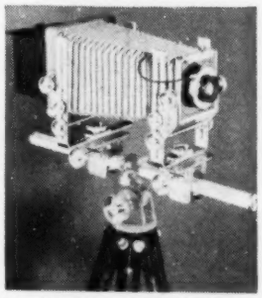


Sheet film, packs, 4x5, 3¼x4¼, 2¼x3¼ models; optional lens equipment; interchangeable; focal-plane shutter speeds from 1/30 to 1/1000 sec.; built-in synchronization; dual control rack-and-pinion focusing; groundglass back; selector switch to set body release for front or rear shutter operation; wire frame and parallax correcting tubular viewfinders; 13 5/16" vernier scale and coupled rangefinder; vertical and lateral shifts; tilting front; drop-bed; available with Graphic or Graflex back; four-sided focusing hood; folding infinity stops; rising front. Price depends on lens equipment. Accessories include flash synchronizers; film and plate attachments, cases, etc.

PACEMAKER CROWN GRAPHIC

Sheet film, packs, 4x5, 3¼x4¼, 2¼x3¼ models; optional interchangeable lens equipment; 12½" bellows draw; dual control rack-and-pinion focusing by groundglass; vernier scale and coupled rangefinder; wire frame and parallax correcting tubular viewfinders; body release; lateral shifts, rising and tilting front; drop bed; available with Graphic or Graflex back with four-sided focusing hood. Price depends on lens equipment. Accessories same as the Speed Graphic.
MFR., Graflex, Inc.

GROVER UNIVERSAL VIEW—4x5



Sheet film, packs, 4x5; optional lens equipment; 21" bellows extension; groundglass back focus; revolving back, all-metal construction; monorail bed, double extension bellows, front and rear focusing; calibrated groundglass with four-sided hood; 4x4 lens board. Price, $79.50; deluxe case, $16.95.

GROVER UNIVERSAL VIEW—5x7, 8x10

Sheet film, 5x7. Same features and equipment as the 4x5 model. Price, including 5¼x5¼ lens board, $89.50; case priced same as above.
Sheet film, 8x10. Same features and equipment as 4x5 model. Price, including 6x6 lens board, $110.00 less lens; case, $18.75.
MFR., Burke & James, Inc.

HOLLYWOOD REFLEX SIGHTSEER II

Roll film size 620; 12 exposures, 2¼x2¼"; 2-lens reflex; 75 mm coated Zelfar f/14 lens; single-action shutter, 1/50 sec., & B; built-in synchronization; waist-level finder; fixed focus; tripod socket; tubular film counter window. Price, $15.61; eveready case, $5.50. Other accessories available include flashguns, filters, etc.

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Kodak 35 F3.5 w/rgf., coated, flashbutter, everr. case, sunshade, 4 filters, Telephoto attach., 5 rolls 36 exp. film.
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Wilcox Strobolite single unit sealed beam, 20 ft. extension; reg. $191.00. **½ price**	95.50
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Coated mirror, F3.5 Tessar "T" coated, rewinding device for Rolleikin evr. case.

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9x12 Filmpacks SXX	1.76
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B & H 8 mm Picturemaster Proj.	282.00
B & H 70DA F1.9	307.17
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4x5 Busch (write for list).	
GE 5 Flashbulbs, case lots	18.98
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FLASHGUNS—all types

Flashunit for Brownie Refl. Duoflex, Pioneer, Reddiflex	$ 4.39
Mendelsohngun for Kodak 35, Vigilant, Argoflex, Ciroflex, others with standard shutter	28.25
Flashgun units for Synchro shutter (state camera)	14.85
Flashtronic for Rollei	49.50
Leica flash, synch. to all speeds	63.00
Heiland for Super B	39.65
EVERREADY CASE FOR:	
Argus CIII, A21, A, Argoflex, Ciroflex, Bantam, Dollina, Retina, Foth Derby, etc.	8.50

HELPS to Better Pictures for Amateurs

LEUDI Exposure Meter	$ 1.00
Eastman Reference Book	3.50
Photo Lab-Index	14.00
Photography for Profit	5.00
Photography Encyclopedia (includes 12 books)	50.00
H & H Light Corrector, with 22 filters, matched set:	
Ser. V	75.50
Ser. VI	84.50
Ser. VII	89.50
Ser. VIII	108.50
Other sizes on request.	
Omega Filter Sets for black and white, or color, 4 filters.	
Case: Ser. V	10.50
Ser. VI	12.75
Filter Sets for movie cameras, 4 filters, shade, pouch	4.75
FILTER SETS FOR 35 MM CAMERAS: Reflex, etc., 4 filters, shade, case	8.25
Pano Gear Head	25.00
Robot Magazines	5.75

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WESTEN'S SHIPS TO EVERY CONTINENT

Westen's

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TELEPHONE 2-8191

GI ORDERS GET THE GREEN LIGHT AT WESTEN'S

Ikonta 35 weighs only 17 oz.

$83.00

With Novar F3.5 in Klio shutter, speeds to 1/250; built-in flash synchronizer and case.

NEW—Little known but we've tested and approved them!

Roll film adapter, for 6x9 or 9x12 Cameras	$10.75
Roll adapters for 2¼x3¼ Graflex Cameras	10.84
Roll adapters for 2¼x3¼ Graphic	13.91
Norwood Director exposure meter	32.03
Eumig Double-8	175.00
Skan 35 mm Slide Proj., blower, etc.	29.50
Telephoto Attach. for Argus, CIII, Kodak 35, Mercury, Perfex, Clarus, etc.	49.00
Telephoto Attach. for Ikoflex, Argoflex, Medalist, Rollei, Kodak, Reflex, etc.	69.00
Loadomat Tank, 120, 620, daylight loading	10.32
EK 35 mm Daylight loading tank	9.85
35 mm Kodachrome Adapter for Recomar and others	52.50

You'll Find It at WESTEN'S—Santa Barbara

LOW-COST—But Good Cameras and Equipment

Brownie Reflex, case, flash	$16.84
Kodak Duoflex, Case, Flash	19.95
Ansco Reddiflex, Case, Flash	20.00
Ansco Clipper, Case, Flash	21.75
Kodak Vig. Junior, Case, 620	25.00
8 mm Fedco Proj. 750W	89.50
Skan Exposure Meter w/c	12.95
Perfex 101 F4.5	39.50
Perfex 101 F3.5 rgf.	49.50
Argus A2 F4.5 flex, Case	30.81
GE Exposure Meter WD 58	19.95

You'll Find It at WESTEN'S—Santa Barbara

The New Bell & Howell Auto—8

With 2 Lens Turret $296.22

Film coated, ½" F1.9 and Telephoto 1½" F3.5 interchangeable. Guaranteed for life.

Famous Leica IIIC F2. Summitar

now $385.00

New Roller Bearing Model. Made with precision for sharp, detailed negatives. Leica lenses are world-famed!

HITS in their Field—Nominated by Westen's

Bantam Kodak F4.5	$57.72
Argus CIII w/case	74.71
Kardon F2 Ektar w/c	306.00
Zeiss Ikoflex F3.5 Tessar w/c	132.00
Cine Mag. Perfex Turret F2.5	99.50
16 mm Keystone F2.5 camera	74.50
Revere 16 mm Mag. F2.5	127.50
Norwood Director	32.03
8 mm Ampro Proj	168.00
16 mm Ampro Imperial	276.00
Revere 8-16 Splicer	16.50
1½" F3.5 Elgeet Telephoto	46.00
3" F2.9 Elgeet Telephoto	64.00
Aut. Rollei Xenar coated, case	259.00

NEW LOW PRICES ON ZEISS CAMERAS

Zeiss Better Than Ever

All prices include Eveready cases

Ikonta 35, Novar F3.5, synch. Del. Action	$83.00
Ikonta 35, Xenar F2.8	99.00
Ikonta A, Tessar F3.5, 1-1/500	108.00
Ikonta B, Novar F4.5, sync. Del. Action	69.00
Ikonta B, Novar F3.5	81.00
Ikonta B, Tessar F3.5, 1-1/500	105.00
Ikoflex I reflex, Novar F3.5, Del. Action	111.00
Ikoflex I reflex, Tessar F3.5 "T," coated	132.00
Ikoflex I reflex, Tessar F3.5, 1-1/500	147.00
Super Ikonta A, rgf. Xenar F3.5	171.00
Super Ikonta A, rgf. Tessar F3.5 cpr. Rapid	195.00
Super Ikonta B, rgf. Tessar F2.8 cpr. Rapid	264.00
Super Ikonta BX, rgf., built-in exposure meter, w/Tessar F2.8 Compur Rapid	330.00

NEW BETTER ROLLEIS

Auto Rollei, improved model, coated mirror, F3.5 Tessar "T" coated, rewinding device for Rolleikin, evr. case	$304.00
Plate back, 3 holders, case	49.50
Set of Proxar lenses	29.17
Auto Rollei Xenar F3.5 coated, case	259.00

WRITE FOR ROLLEI ACCESSORY LIST

You'll Find It at WESTEN'S—Santa Barbara

GRAPHIC Graflex Cameras and Outfits

2¼x3¼ Pacemaker, Graphic w/focalplane shutter F4.5 Ektar Synch. Shutter, rgf.	$249.00
OUTFIT*	319.00
2¼x3¼ Pacemaker Graphic w/F3.7 Ektar Synch. Shutter, rgf.	287.25
3¼x4¼ Pacemaker Graphic, 5½" F4.5, rgf.	245.50
OUTFIT*	325.00
4x5 Crown Graphic 5" Ektar rgf.	229.00
OUTFIT*	359.00
4x5 Pacemaker Graphic 6" Ektar rgf.	279.00
OUTFIT*	359.00
Graflex 2¼x3¼ Ser. B 5" Ektar	157.50
Super D Graflex 3¼x4¼ Aut. Diaphragm 6" Ektar	244.80
Super D Graflex 4x5 7½" Ektar Aut. Diaphragm, case	259.35

*OUTFIT INCLUDES: Camera, Lens as listed, rgf., 6 holders, Filmpack adapter, flashgun installed, prof. shade w/4 filters, deluxe case.

8" F5.6 Telephoto Rapax	$117.00
10" F5.6 Telephoto	140.00
15" Telephoto F5.6	201.25

Holders, FPA, Magazines, etc. in stock.

RARE ITEMS

16 mm B & H Filmotion Editor	$151.00
8 mm B & H Filmotion Editor	118.00
16 mm B & H Direct Foc.	30.33
16 mm E.K. Focusing Finder	25.08
8 mm E.K. Focusing Finder	21.58
Bolex Cable Release	10.00
17" Hugo Meyer Telephoto F5.6	350.00

GOOD BUYS in Tested Movie Lenses at Westen's

8 mm wide angle F2.5	$39.50
½" F1.9 fixed focus	36.10
½" F1.9 focusing	42.50
1" F2.7 telephoto foc.	49.50
1½" F3.5 focusing	46.00
15 mm F1.5 W.A.	89.00
1" 1.5 Xenar	50.00
3" 2.5 Ivar	128.34
3" F2.9 focusing	54.00

Many others on hand—write your needs.

You'll Find It at WESTEN'S—Santa Barbara

Revere 8 mm Magazine Turret

$152.50

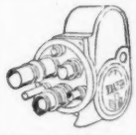
With F2.8, turret lenses can be instantly rotated for regular or telephoto shots. With ½" F1.9, 1½" F3.5 Telephoto, and deluxe case $229.00

Combination Case for Revere 8, Cine Mag., Revere 16, B & H 8, or 16, others $17.50

Revere 16 mm Magazine

Turret F1.9 **$187.50**

Has magazine load, Micromatic View-Finder, Rachet Winding Key, Adjustable Turret Lenses.



Now! B&H Filmo-Tri-Lens

$168.84

8mm B & H F 2.5

Mounts 3 lenses and matching viewfinder objectives on the turret Critical focus. Wide Angle Lens F2.5 $47.55

Kodak 35 Rangefinder

$95.58

Superb precision miniature built-in coupled split-field rangefinder; Kodak Anastigmat special F3.5 lens; Flash shutter, 5 speeds to 1/200 sec.

★ SPECIAL 8 mm Outfit of the Month:

8 mm Cine Perfex Mag. Turret with ½" F2.5 and 1½" F3.5 Telephoto & wide angle attachment $118.50

Same as above, but with ½" F1.9 $138.50

Comb. Carrying Case. 9.95

Write for List Used Cameras

★ 16 mm Outfit of the Month:

16 mm Revere Magazine F2.5 3" F4.5 Telephoto, Craig B & L Tripod, 2 Magazines Kodachrome $199.00

SEND AT LEAST 25% WITH C.O.D.'S

WESTEN'S Recommends These Eastman Cameras

All coated, with flashshutter, everr. cases:

Kodak Flash Bantam F4.5	$66.72
Kodak 35 mm w/rgf.	95.58
Kodak Tourist 620 F4.5	78.50
Kodak Reflex F3.5	137.92
Kodak Medalist II F3.5	270.00
Flashunit for any of above	11.08
Cine Magazine 8 Model 90	145.00
Cine Magazine 16 F1.9	175.00

You'll Find It at WESTEN'S—Santa Barbara

OTHER IMPORTED CAMERAS

35mm Kine Exacta F2.8 coated Tessar, evr. case	$325.00
35 mm Robot II F2.8 coated	245.00
35 mm Praktiflex F2.9	121.00
4x5 Linhoff Technika Model 3 cpl. rgf. F4.5 Xenar, Graphic Back	440.00
8 mm Eumig F1.9 built-in automatic photoelectric Exposure meter	175.00

(A built-in photoelectric-cell exposure meter permits diaphragm to be varied continuously as lighting conditions change, while you sight and shoot!)

You'll Find It at WESTEN'S—Santa Barbara

NEW BETTER LEICAS

Leica IIIC F2 Summitar	$385.00
Summitar F2 lens	200.00
Leica IIIC Elmar F3.5	280.00
Leica IIIC Box only	195.00
Noory attachment	70.00

Write for Leica Accessory List

REVERE 8 mm and 16 mm Equipment and Accessories at Westen's

Revere 88 F[illegible], with[illegible]	$ 77.50
Revere 88 F[illegible]	104.50
Case for above	9.50
Combination Case	17.50
Revere 99 Turret F2.8	110.00
Revere 99 F1.9	137.50
Combination Case	17.50
Revere Mag. F2.8, 8 mm	127.50
Revere Mag. F1.9, 16 mm	155.00
Slipin Case	7.50
Everr. Case	10.00
Combination Case	17.50
Revere Mag. Turret F2.8, 8 mm	152.50
Revere Mag. Turret F1.9, 16 mm	187.50
Combination Case	17.50

WESTEN BUYS CAMERAS . . . ESTIMATES GLADLY GIVEN

ORDERS SHIPPED BY FASTEST CARRIERS TO ANY POINT FROM WESTEN'S

LARGEST CAMERA MAIL ORDER HOUSE IN THE WEST—IS WESTEN'S, SANTA BARBARA

HOLLYWOOD REFLEX SPORTSMAN II

Roll film size 620; 12 exposures, 2¼x2¼"; two-lens reflex; 80 mm coated Achromat Doublet f/8 lens; single-action shutter, speeds 1/50, 1/150 sec. & B; built-in synchronization; eye-level and waist-level finders; reflex and helical focusing. Price, $22.50; eveready case, $5.50. Flashgun, filters as available accessories.

HOLLYWOOD REFLEX MODEL E

Roll film size 620; 12 exposures, 2¼x2¼"; 2-lens reflex; 80 mm coated pan-achromat f/7.7 lens; single-action shutter, speeds, 1/50, 1/150 sec., & B; built-in synchronization; eye-level and waist-level finders; helical and reflex focusing; exposure guide; built-in sight magnifier. Price, $29.93; eveready case, $5.50.
MFR., Craftex Products Corp.

IKONTA B

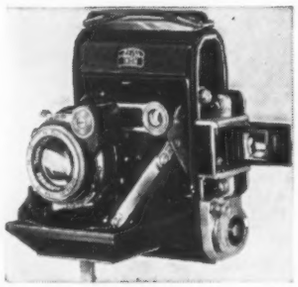
Roll film size 120; 12 exposures, 2¼x2¼"; 75 mm Zeiss Novar f/3.5 lens in Klio shutter with speeds from 1 sec. to 1/250 sec., & B; delayed action; or 75 mm Zeiss Novar f/4.5 lens in Klio shutter with speeds from 1 sec. to 1/200 sec., & B; delayed action: built-in synchronization; eye-level finder; scale focusing; depth of field guide; automatic shutter lock; shoe for waist level finder; eveready case. Price, with f/3.5 lens, $90.90; f/4.5 lens, $81.90; f3.5 Zeiss Tessar in Compur Rapid, speeds from 1 sec. to 1/500 sec., $105. Accessories include slip-on lenses, filters, lens shade, waist-level finder, etc.

IKONTA C

Roll film size 120; 8 exposures, 2¼x3¼"; 105 mm Zeiss Novar Anastigmat f/4.5 lens in Klio shutter, speeds from 1 sec. to 1/175 sec., & B; delayed action timer; built-in synchronization; eye-level finder;

scale focusing; depth of field guide; automatic shutter lock; body release; eveready leather case. Price, $90.90. Waist-level finder, slip-on lenses, filter, lens shades among accessories.

SUPER IKONTA A



Roll film size 120; 16 exposures, 1⅝x2¼"; 75 mm Schneider Xenar f/3.5 lens in Compur Rapid shutter, speeds from 1 sec. to 1/500 sec., & B; eye-level finder; coupled rangefinder; depth of field guide; automatic shutter lock; body release; eveready leather case. Price, $183.00; with 75 mm Zeiss Tessar f/3.5 lens, $194.90. Accessories include slip-on lenses, filters, lens shade, etc.

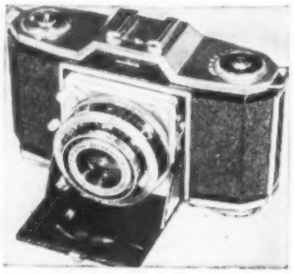
SUPER IKONTA B

Roll film size 120; 11 exposures, 2¼x2¼"; 80 mm Zeiss Tessar f/2.8 lens; depth of field scale; Compur Rapid shutter, speeds from 1 sec. to 1/400 sec., & B; delayed action timer; eye-level finder; coupled range- and viewfinder in one window; film locking device; shutter lock; body release; waist finder accessory shoe; eveready leather case. Price, $264. Accessories same as as above.

SUPER IKONTA BX

Same as Super Ikonta B, but takes 12 exposures, and has a built-in photoelectric exposure meter. Price, $330.

IKON 5



Cartridge, 35 mm film, up to 36 exposures, 1x1½"; 45 mm Schneider Xenar f/2.8 lens in Compur Rapid shutter, speeds from 1 sec. to 1/500 sec., & B; eye-level finder; scale focusing; exposure counter; depth of field guide; eveready leather case. Price, $126.00; with 45 mm Zeiss Novar f/3.5 lens in Klio shutter, with speeds from 1 sec. to 1/250 sec., & B; delayed action; built-in synchronization, $93.90.

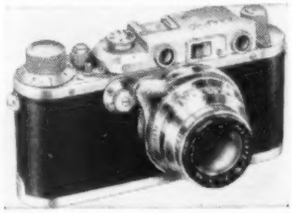
IKOFLEX I

Roll film size 120; 12 exposures, 2¼x2¼"; 75 mm coated Zeiss Tessar f/3.5 lens; depth of field scale; Klio shutter, speeds from 1 sec. to 1/250 sec., & B; delayed action; reflex finder and focusing; focusing magnifier; automatic shutter lock; body release; leather eveready case. Price, $144.00; with 75 mm Zeiss Novar f/3.5 lens, $126.00. Accessories include slip-on lenses, filters, lens shades, etc.
DIST., Carl Zeiss, Inc.

KALART

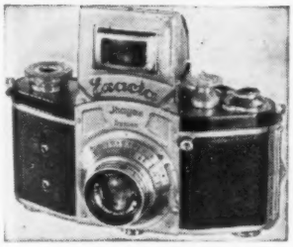
Sheet film, filmpacks, 3¼x4¼; press-type camera; 127 mm coated Raptar f/4.5 lens; Rapax shutter, speeds, 1 sec. to 1/400 sec. T & B; built-in synchronization; eye-level finder; manual, groundglass, and scale focusing; coupled rangefinder with one window for range- and viewfinders; features include, 2 built-in flash receptacles, built-in Focuspot, electric shutter release; dual finder windows; built-in compartment for batteries. Price, including flash reflector, $379.50.
MFR., The Kalart Co.

KARDON I



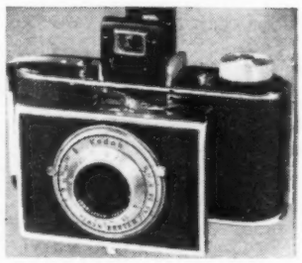
Cartridge, 35 mm size; up to 36 exposures, 1x1½"; 47 mm Kodak Ektar coated f/2 lens in screw mount; depth of field scale; focal plane shutter with speeds from 1 sec. to 1/1000 sec., T & B; eye-level finder; helical focusing; coupled rangefinder; exposure counter; depth of field guide; non-collapsible mount. Price, $262.50, plus tax; eveready case, $10.50. Accessories include, flash unit, copying attachment, exposure meter, interchangeable lens, lens shade, slip-on lenses, filters.
MFR., Premier Instrument Corp.

KINE EXACTA



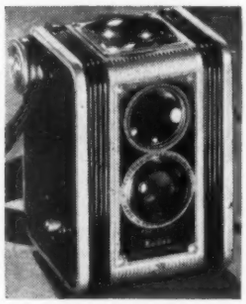
Cartridge 35 mm; 36 exposures, 1x1½"; single-lens reflex; 5 cm Zeiss Tessar f/2.8 lens; focal-plane shutter, speeds up to 1/1000 sec., T & B; delayed action; built-in synchronization; eye-level and waist-level finders; reflex focusing; depth of field guide; eveready case. Price, $325. Complete line of accessories.
DIST., Burleigh Brooks.

KODAK FLASH BANTAM f/4.5



Roll film size 828; 8 exposures, 28x40 mm; 48 mm coated Kodak Anastigmat f/4.5 lens; shutter speeds from 1/25 to 1/200 sec., T & B; built-in synchronization; manual focus; eye-level finder. Price, $57.72. Accessories: filed case, flasholder, service rangefinder, slip-on lenses, accessory clip, etc.

KODAK DUAFLEX



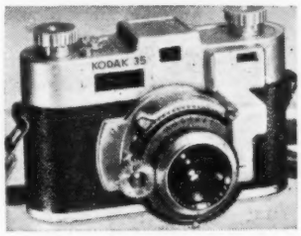
Roll film size 620; 12 exposures, 2¼x2¼"; two lens reflex; 75 mm Kodet f/15 taking lens; viewing lens has wide aperture; instantaneous shutter speeds and B; fixed focus; waist-level viewfinder; built-in synchronization; plunger-type body release. Price, $13.49, including tax. Accessories include flasholder, Duaflex shield, slip-on lenses.

KODAK 35 f/4.5

Cartridge, 35 mm; up to 36 exposures, 1x1½"; 51 mm coated Kodak Anastigmat f/4.5 lens; Diomatic shutter, speeds 1/25 to 1/150 sec., T & B; built-in synchronization; eye-level finder; manual focusing;

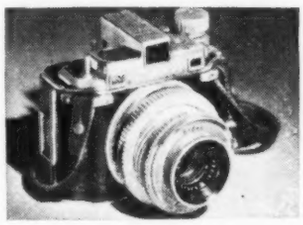
exposure counter; film-type guide. Price, $57.72, including tax. Accessories include, field case, flasholder, slip-on lenses, etc.

KODAK 35 f/3.5 RANGEFINDER



Cartridge 35 mm; up to 36 exposures, 1x1½"; 50 mm coated Kodak Anastigmat Special f/3.5 lens; Kodamatic shutter, speeds, 1/10 to 1/200 sec., T & B; built-in synchronization; eye-level finder; coupled rangefinder; shutter set and film advance automatically; exposure counter; film-type indicator. Price, $86.58. Accessories include, field case, flasholder with bracket, slip-on lenses, etc.

KODAK MEDALIST II



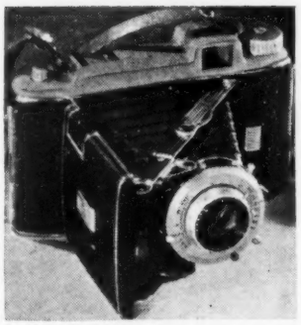
Roll film size 620; 8 exposures, 2¼x3¼"; 100 mm coated Kodak Ektar f/3.5 lens; infrared index mark; depth of field scale; Flash Supermatic shutter with speeds from 1 sec. to 1/400 sec., T & B; eye-level finder with parallax-correcting frame; helical focusing by scale or coupled rangefinder; exposure counter; film-type indicator; double-exposure prevention lock. Price, $262.50, including tax. Accessories include field case, flasholder, accessory back to handle sheet film, plates, and packs; extension units, copying assembly, etc.

KODAK REFLEX

Roll film size 620; 2-lens reflex; 12 exposures; 2¼x2¼"; 80 mm coated Kodak Anastigmat f/3.5 lens; Kodamatic shutter, speeds ½ to 1/200 sec., T & B; built-in synchronization; distance and depth scales; film-type indicator; eye-level and waist-level finders; reflex focusing; infrared focus dot. Price, $137.92, including tax. Accessories include field case, flasholder, slip-on lenses, etc.

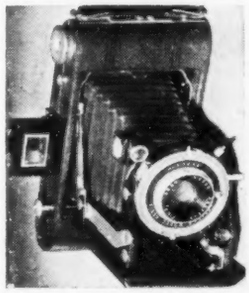
KODAK TOURIST

Roll film size 620; 8 exposures, 2¼x3¼"; Kodak Anaston coated 105 mm f/4.5 lens; Kodamatic shutter, speeds 1/10 to 1/200 sec., T & B; built-in synchronization; eye-level finder; helical focus; built-in exposure guide; shutter release built into



camera bed; attachment to hold Service rangefinder. Price, $61.50, plus tax.

KODAK VIGILANT SIX-20

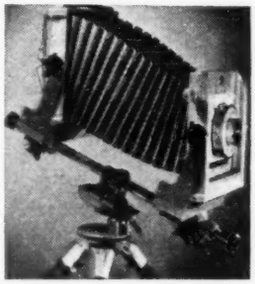


Roll film size 620; 8 exposures, 2¼x3¼"; 105 mm Kodak Anastigmat f/6.3 lens; Kodak Flash Dakon shutter, speeds 1/25 to 1/100 sec., T & B; built-in synchronization; eye-level and waist-level finders; scale focusing; body shutter release. Price, $42.14, including tax. Accessories include carrying cases, flasholder, slip-on lenses, etc.

KODAK VIGILANT JUNIOR SIX-20

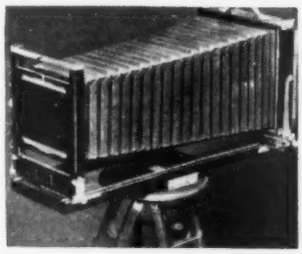
Roll film size 620; 8 exposures, 2¼x3¼"; 87 mm Kodet lens f/12.5; single-action type shutter, speeds instantaneous, T & B; fixed focus; eye-level and waist-level finders; 2 tripod sockets; cable release socket. Price, $20.20, including tax. Accessories include carrying case, slip-on lenses, cable release, Kodak Photo Flasher.

KODAK MASTER VIEW 4x5



Sheet film, packs, 4x5; optional lens equipment; 15" bellows extension; groundglass back; carrying case; 1 Graphic film holder; 1 film-pack adapter; monorail bed, with front and back movements; revolving back; pull-down handle for inserting film holders; back and front horizontal and vertical swings; mounted spirit levels; transverse or horizontal slide on both front and back; clamp-on focusing cloth. Price, less lens, $225. Complete accessories available.

KODAK VIEW CAMERA 2D—5x7



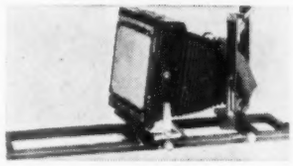
Sheet film, 5x7; optional lens equipment; 23" bellows extension; groundglass back; rising and falling front; horizontal and vertical swings on back; reversible back; back and front focusing by rack-and-pinion; slide tripod block; back supplied with sliding cut-off boards. Price, with case, $117; without case, $105. Complete line of accessories, reducing backs, sliding carriage, etc.

KODAK VIEW CAMERA 2D—8x10

Sheet film, 8x10; same equipment and features as above; 29½" bellows extension. Price, with case, $133.50; without case, $120. Same accessories as the 5x7 model.

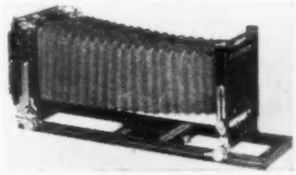
MFR., Eastman Kodak Co.

KORONA COMMERCIAL



Sheet film, 4x5, 5x7, and 8x10"; double extension bellows; swing back; rising and falling front; tilting front; side swing, and lateral front movement; all adjustments under rack-and-pinion control; telescopic bed; sliding tripod block; groundglass back. Prices, without lens: 4x5 model, $55; 5x7 model, $65; and 8x10 model, $70.

KORONA VIEW

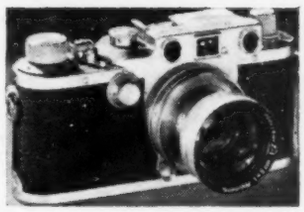


Similar to the Korona Commercial camera except does not have tilting lens board and lateral side wing front. Prices, without lens, 4x5 model, $50; 5x7 model, $55; and 8x10 model, $65.

MFR. Gundlach Mfg. Co.

LEICA IIIc

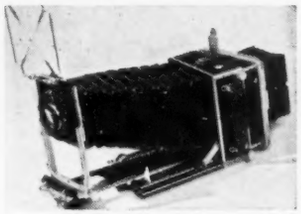
Cartridge, 35 mm film; 1x1½" negative; up to 36 exposures; 50 mm coated Summitar Anastigmat f/2 lens; screw mount (interchangeable); depth of field scale; focal plane shutter, speeds from 1 sec. to 1/1000 sec., T & B; eye-level finder; coupled rangefinder; exposure counter; accessory shoe clip. Price, $448; eveready case, $12.50. Available with 50 mm



coated Elmar f/3.5 lens, $332.50. Available as accessories are filters, interchangeable lenses, lens shade, and slip-on lenses, etc.

DIST., E. Leitz, Inc.

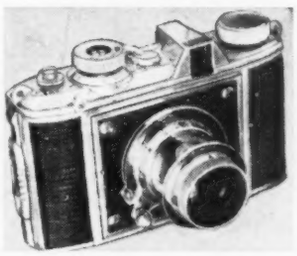
LINHOF TECHNICA 3



Sheet film, 4x5; optional lens equipment; 16½" bellows extension; eye-level finder; groundglass back; scale focusing; coupled rangefinder which is manually adjusted to varying focal lengths of lens; rising and tilting front; back swings; back focusing; bubble levels; all-metal construction. Price, $450, including tax. Accessories include interchangeable lenses, film adaptors.

DIST., Elstan Distributing Corp.

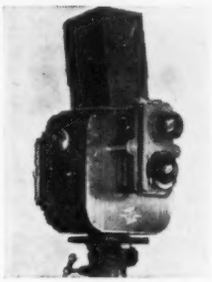
LYNX



Miniature camera takes 35 mm cartridge; 36 exposures, 1x1½"; 50 mm coated Berthoit Anastigmat f/3.5 lens; focal plane shutter, speeds from 1/25 to 1/500 sec., T & B; delayed action; eye-level finder; helical focusing. Price, with eveready case, $135. Accessories include interchangeable lenses, filters, lens shades, etc.

DIST., General Photo Supply Co.

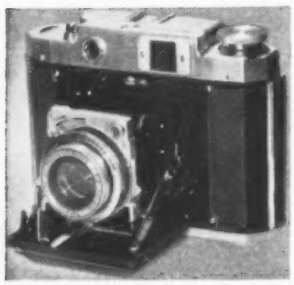
MACVAN 257 REFLEX



Sheet film, packs, 5x7"; 2 exposures per sheet, 3½x5"; optional lens equipment; 10-inch bellows extension; 2-lens reflex; eye-level and waist-level finders; reflex focusing; air trigger; control knob brings image into focus from 4 feet to infinity and focuses taking lens; hooded groundglass; lens swing mechanism; divided rotary back. Price, including coated f/4.5 Wollansak 8¼" Raptar or coated f/4.5 Ilex 8½" Paragon lens, in either Betax or Ilex

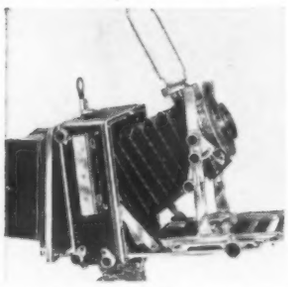
Universal shutters, $387.50; stand extra. Model 245, making 2 exposures on a 4x5 film, $375. Model 145, making 1 exposure on a 4x5 film, $355.
MFR., Macvan Mfg. Co.

MAMIYA



Roll film size 120; 12 exposures 2¼x2¼; 7.5 cm coated Zuiko f/3.5 lens; Xenar-type shutter, speeds from 1 sec. to 1/500 sec., T & B; built-in synchronization, eye-level finder; coupled rangefinder; exposure counter; hyperfocal distance table; leather case included; automatic film transport; exposure prevention device; automatic indicator; focusing arrangement moves the film plane within the camera while the lens remains stationary. Price, $95.00.
DIST., Baco Accessories Co.

MERIDIAN 45B



Sheet film, packs, 4x5"; optional lens equipment; press-view type camera; collapsible wire frame type finder; groundglass back; coupled rangefinder; rising and falling front; swing and tilts on lens board and back; 16" bellows extension. Price, $225.
MFR., Kling Photo Supply Corp.

MERCURY II

Cartridge 35 mm; 65 exposures, ¾x1"; 35 mm coated anastigmat triplet f/2.7 lens; depth of field scale; rotary metal shutter, speeds from 1/20 to 1/1000 sec., T & B; built-in synchronization; eye-level finder; scale and helical focusing; exposure counter; depth of field guide; exposure guide; Film minder. Price, $82.90; eveready case, $7.25. Available accessories include, interchangeable lenses, filters.

METEOR II

Roll film size 620; 12 exposures, 2¼x2¼"; 72 mm coated achromat doublet f/11 lens; automatic, behind-the-lens shutter, speeds, 1 & B; built-in synchronization; eye-level finder, scale and helical focusing;

exposure guide; built-in exposure meter (extinction-type). Price, $15.
MFR., Universal Camera Corp.

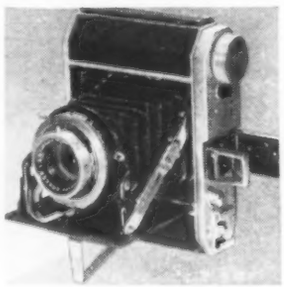
MICRO 16

Cartridge 16 mm; 14 exposures, price of film includes processing with 2¼x3¼" prints; achromatic doublet f/8 lens; rotary shutter, 1/50 second speed; waist-level finder; fixed focus; exposure counter. Price, $19.95; eveready case, $2.95. Accessories include finder, viewer, and tripod.
MFR., Wm. R. Whittaker Co., Ltd.

MINOLTA 35

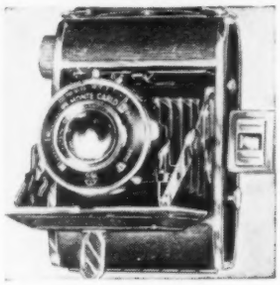
Roll film size 120; 36 exposures 1x1½"; 45 mm coated Super Rokkor f/2.8 lens; focal-plane shutter, speeds from 1 sec. to 1/500 sec., T & B; built-in synchronization; eye-level finder; coupled rangefinder; depth of field guide; exposure counter; hyperfocal distance table and carrying case are regular equipment. Also has automatic double-exposure prevention, and automatic film transport. Price, $150. Accessories include filters and lens shade.

SEMI-MINOLTA



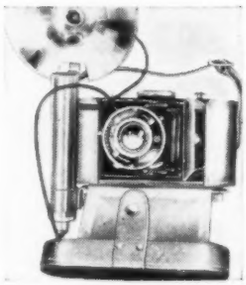
Roll film size 120; 16 exposures 1⅝x2¼"; 75 mm coated Rokkor f/3.5 lens; Konan-Rapid shutter, speeds from 1 sec. to 1/500 sec. & B; eye-level finder; helical focus; exposure counter; hyperfocal distance table; depth of field guide; automatic double exposure prevention and automatic film transport, eveready case. Price, $45. Accessories include filter, lens shade.
DIST., Baco Accessories Co.

MONTE CARLO SPORTSMAN 120



Roll film, size 120; 16 exposures, 2¼x1⅝"; 75 mm Manar Anastigmat f/3.5 lens; Gauthier double-action shutter, speeds, from 1 sec. to 1/250 sec., T & B; delayed action, self-timer; built-in synchronization; eye-level finder; helical focusing; exposure calculator. Price, $63.75, including tax; eveready case, $7.00.

MONTE CARLO SPECIAL



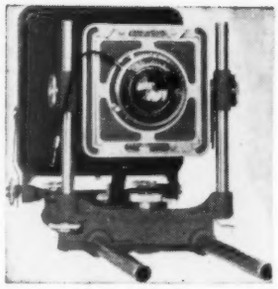
Roll film, size 120; 8 exposures, 2¼x3½"; 90 mm Manar Anastigmat f/3.5 lens; depth of field scale; Gauthier double-action shutter, speeds from 1 sec. to 1/200 sec., T & B; delayed action, self-timer; built-in synchronization; eye-level finder; helical focusing; exposure calculator. Price, $63.75, including tax; eveready case, $7.00. Camera with f/4.5 lens, with speeds from 1/25 to 1/125 sec., T & B; not synchronized, but with all other features, $49.95.
DIST., J. L. Galef & Son, Inc.

MYCRO

Roll film, special size; 10 exposures, 9/16 x 9/16; daylight loading rolls; 20 mm f/4.5 lens; stops down to f/11; set-and-release type shutter, speeds, 1/25 to 1/100 sec., and B; built-in eye-level finder; leather-over-metal construction; eveready case included. Price, including tax, $16.50. Accessories include film, tripod, lens shade, optical glass filters.
DIST., Mycro Camera Co., Inc.

NEW-VUE V3

Sheet film, packs, 4x5; optional lens equipment; 20" bellows extension; groundglass back; duo-rail bed; metal construction; rising and falling front; back and front swings and tilts; back and front focusing; rotating back. Price, $59.50, with 3-com-

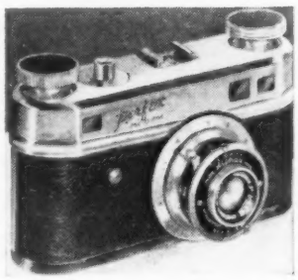


partment case for $15.00. 2¼x3¼ and 3¼x4¼ reducing backs available.
MFR., Newton Photo Products.

PERFEX 102

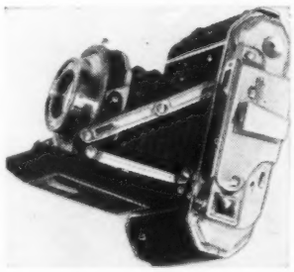
Cartridge 35 mm; up to 36 exposures, 1x1½"; 50 mm coated Wollensak f/3.5 lens; depth of field scale; Alphax shutter with speeds from 1/10 to 1/200 sec., T & B; eye-level finder; manual focus; coupled rangefinder; exposure counter. Price, $49.99; eveready case, $5.50.

PERFEX 101



Cartridge 35 mm; up to 36 exposures, 1x1½"; 50 mm coated Wollensak f/4.5 lens; Alphax shutter with speeds from 1/25 to 1/150 sec., T & B; eye-level finder; coupled rangefinder. Price, $39.99. Eveready case priced at $5.50.
MFR., Camera Corp. of America.

PETRI MODEL 4



Roll film size 120; 12 exposures, size 2¼x2¼"; 75 mm coated f/3.5 Anastigmat lens in Petri Compur shutter, speeds from 1 sec. to 1/200 sec., T & B; delayed action; eye-level and waist-level finders; helical focusing; coupled rangefinder. Price, with eveready case, $48. Accessories include slip-on lenses, lens shade, filters, etc.
DIST., General Photo Supply Co.

PRAKTIFLEX

Cartridge 35 mm; 36 exposures, 1x1½"; single-lens reflex; 5 cm Victar anastigmat f/2.9 lens; depth of field scale; focal-plane shutter, speeds from 1/25 to 1/500 sec., and B; built-in synchronization; eye-level finder; reflex focus; exposure coun-

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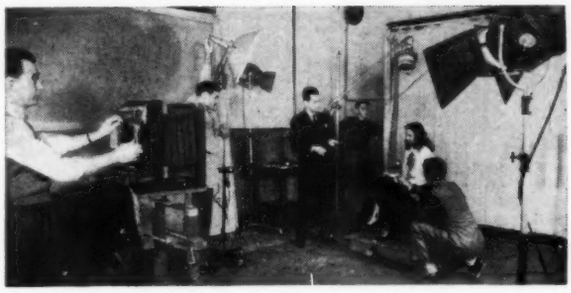

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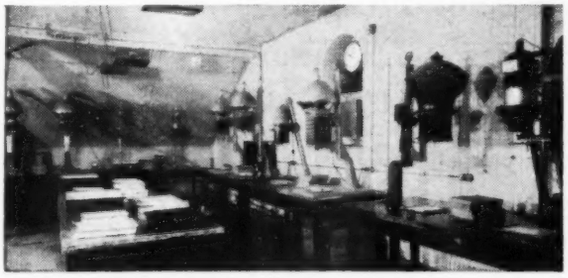

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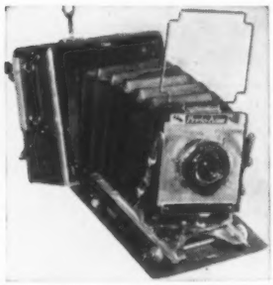
ter; eveready case. Price, $121.25. Full line of accessories.
DIST., Burleigh Brooks.

PRESS KING

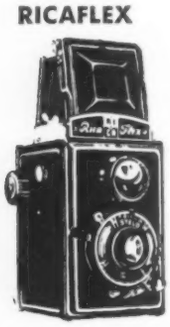


Sheet film, packs, 4x5; made of lightweight metals; double extension bellows; side-to-side, and swing movement on lens mount; automatic positioning revolving back; drop-bed for wide-angle lens; distributor offers optional installation as standard equipment. Price, less lens, $99.50.
DIST., AFP Distributors.

RAMLOSE 4x5 MODEL A

Sheet film, film packs, 4x5"; press-view-type camera; optional lens equipment; 15 inch bellows extension; eye-level and wire frame finders; revolving back; full swings and tilts; multiple infinity stops. Price, $87.50. All standard press camera accessories are available as accessories.
MFR. Ramlose Photographic Equipment Co.

RICAFLEX



Roll film size 120; 12 exposures, 2¼x2¼"; 3" f/3.5 lens; between-the-lens shutter, speeds from 1/25 to 1/100 sec., T & B; waist-level finder; reflex focusing; 2-lens reflex camera. Price, $49.75.
DIST., George Levine & Sons Co.

RILEX B

Sheet film, film pack, 2¼x3¼"; press-view-type camera; aluminum construction; optional lens equipment; bellows extension, 9 inches; collapsible wire frame type finder; groundglass back; lens board has full swings and tilts; revolving back; interchangeable lens board; handle for hand-held shooting; optional rangefinder equipment. Price, less lens, $49.50, including tax.
MFR. Riley Research Corp.

ROBOT II

Cartridge 35 mm; 50 exposures 1x1"; 4 cm Schneider Xenon f/2 lens; special Robot zonal focusing system; Robot focal-plane type shutter; speeds from ½ sec. to 1/500 sec., & B; built-in synchronization; eye-level finder; helical focus; exposure counter; depth of field guide; eveready case. Noted for rapid sequence photography. Price, $295. Accessories include interchangeable lenses, filters, etc.
DIST., Burleigh Brooks.

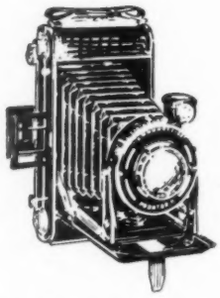
ROAMER I

Roll film size 120 or 620; 8 exposures, 2¼x3¼"; 110 mm coated achromat doublet f/11 lens; self-cocking shutter, 1 & B; built-in synchronization; eye-level and waist-level finders; helical focus; accessory shoe clip. Price, $29.75. Eveready case, $7.50.

ROAMER II

Roll film size 120 or 620; 8 exposures, 2¼x3¼"; 100 mm coated anastigmat triplet f/4.5 lens; Universal Synchromatic shutter, speeds from 1/25 to 1/200 second & B; built-in synchronization; eye-level and waist-level finders; helical focusing; accessory shoe clip. Price, $48.00. Eveready case, $7.50.
MFR., Universal Camera Corp.

ROLFIX



Roll film size 120; 8 exposures, 2¼x3¼; or 16 exposures, 2¼x1⅝"; 105 mm Schneidar Xenar f/4.5 lens; Prontor II shutter, speeds from 1 sec. to 1/175 sec., T & B; delayed action timer; eye-level and waist-level finders; manual focusing; body release. Price, $49.50.
DIST., George Levine & Sons Co.

ROLLEICORD II

Roll film size 120; 12 exposures, 2¼x2¼"; 2-lens reflex; 7.5 cm Zeiss Triotar f/3.5 lens; depth of field scale; Compur Rapid shutter with speeds from 1 sec. to 1/500 sec., and B; eye-level and waist-level finders; reflex focusing; exposure counter; depth of field guide; exposure guide. Price, $157.00; eveready case, $8.00. Accessories include slip-on lenses, film adapters, filters, lens shades, etc.

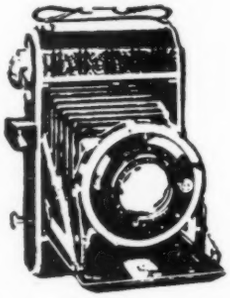
ROLLEIFLEX AUTOMATIC

Roll film size 120; 12 exposures, 2¼x2¼"; 2-lens reflex; 7.5 cm coated Zeiss Tessar f/3.5 lens; depth of field scale; Compur Rapid shutter with speeds from 1 sec. to 1/500 sec. & B; delayed-action timer; eye-level and waist-level finders; reflex focusing; exposure counter; depth of field guide; exposure guide; impossible to make double exposures. Price, $281.50; eveready case, $10.00. Available accessories similar to those of Rolleicord.
DIST., Burleigh Brooks.

SHARP SHOOTER

Roll film size 120; 8 exposures, 2¼x3¼"; meniscus lens in rotary shutter; 1/40 second shutter speed and B; waist-level finder; all metal construction. Price, $4.95, including tax.
MFR., Zenith Camera Corp.

SOLIDA

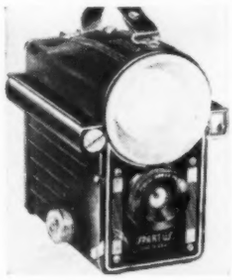


Roll film size 120; 12 exposures, 2¼x2¼"; 3" Schneider Radionar f/2.9 lens; Prontor II shutter, speeds from 1 sec. to 1/175 sec., T & B; delayed action; eye-level finder; manual focusing; body release. Price, $59.50.
DIST., George Levine & Sons Co.

SPARTUS FULL-VUE

Roll film size 120; 12 exposures, 2¼x2¼"; 100 mm meniscus f/16 lens; rotary-type shutter, speed 1/60 second & T; reflex-type finder; fixed focus; shoulder strap. Price, $9.98; eveready case, $3.00.

SPARTUS PRESS FLASH

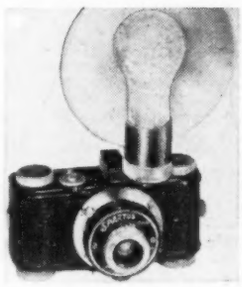


Roll film size 120; 8 exposures, 2¼x3¼"; 120 mm meniscus f/16 lens; rotary-type shutter, speed 1/60 second; built-in synchronization; eye-level finder; fixed focus; built-in flash reflector; with 4 flashbulbs. Price, $14.95; case available at $4.00.

SPARTUS FOLDING CAMERA

Roll film size 127; 8 exposures, 1⅝x2½"; 78 mm meniscus f/16 lens; rotary-type shutter, speed 1/50 second & T; eye-level finder; fixed focus. Price, $8.95; case available for $2.00.

SPARTUS 35F



Cartridge 35 mm; up to 36 exposures, 1x1½"; 50 mm achromatic f/7.7 lens; built-in synchronization; rotary-type shutter, speeds 1/60 sec. & T; built-in filter; exposure counter; eye-level finder; helical focus. Price, $14.95; eveready case, $3.50.

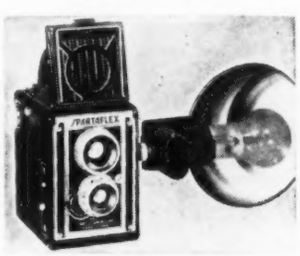
SPARTUS 35

Same as above, but less built-in flash unit. Price, $12.50.

SPARTUS 35 f/3.5

Similar to the 35F model, except has 50 mm coated Anastigmat f/3.5 lens; shutter speeds from 1/25 to 1/150 sec., T & B; helical focusing; cable release socket. Price, $29.50 including tax.

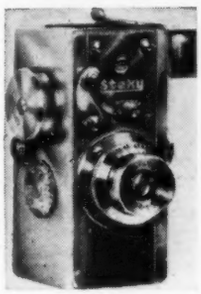
SPARTAFLEX



Roll film size 120; 12 exposures 2¼x2¼; 2-lens reflex; taking lens, 100 mm coated Achromat f/7.7; rotary-type shutter; 1/60 sec. & T; depth of field scale; built-in synchronization; waist-level and sports-type finders; reflex focusing; depth of field guide; includes flash unit. Price, $27.50 including tax.

MFR., The Spencer Co.

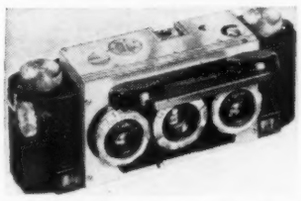
STEKY



Miniature Japanese camera using 16 mm film; 24 exposures, 10x14 mm size; 1-inch Stekinar Anastigmat f/3.5 lens; self-setting shutter with speeds from 1/23 to 1/100 sec., & B; eye-level finder; fixed focus; automatic film counter; film locking button; all metal construction. Price, including eveready case, $39.50.

DIST., Hollyslide Co., Inc.

STEREO REALIST



Cartridge 35 mm; up to 29 sets of stereo exposures; two-lens stereoscopic camera; 35 mm coated Ilex Paragon f/3.5 lens; ring set, gear-retarded shutter; speeds from 1 sec. to 1/150 sec., T & B; built-in synchronization; eye-level finder; scale focusing; coupled split field military-type rangefinder; hyperfocal distance table; depth of field guide; exposure counter. Price, $162.50; eveready case, $11.25.

MFR., David White Co.

TOWER FLASH

Roll film size 120; 8 exposures, 2¼x3¼"; meniscus lens with 1/50 sec. shutter speed, & T; built-in synchronization; eye-level finder; fixed focus; detachable flash unit that plugs into top of camera. Price, $7.75.

DIST., Sears, Roebuck & Co.

TRAVELOR 120

Roll film size 120; 8 exposures, 2¼x3¼"; 110 mm meniscus f/11 lens; single blade shutter with 1/50 second speed, & B; built-in synchronization; eye-level finder; fixed focus. Price, $9.90 retail, including flash unit.

DIST., Pho-Tak Corp.

UNIFLEX I

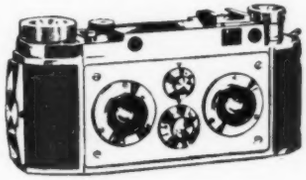
Roll film size 120 or 620; 12 exposures, 2¼x2¼"; 75 mm coated anastigmat triplet f/5.6 lens; between-the-lens shutter, speeds from 1/25 to 1/200 sec., & B; built-in synchronization; eye-level reflex-type finder; scale and reflex focusing; depth of field scale. Price, $48.00; eveready case, $9.95.

UNIFLEX II

Roll film size 120 or 620; 12 exposures, 2¼x2¼"; 75 mm coated anastigmat triplet f/4.5 lens; depth of field scale; between-the-lens shutter, speeds from 1/10 to 1/200 sec., T & B; built-in synchronization; reflex-type finder; scale and reflex focusing.

MFR., Universal Camera Corp.

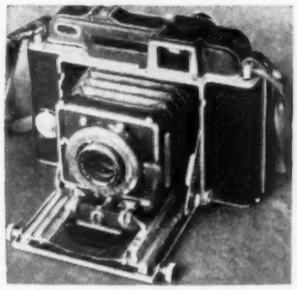
VERASCOPE F-40



Cartridge, 35 mm; stereoscopic camera; 30 exposures, 30x24 mm in stereo pairs, or 40 exposures, 30x24 mm in single shots; Berthoit 40 mm f/3.5 lens; guillotine-type shutter, speeds from 1 sec. to 1/250 sec., T & B; eye-level finder; rangefinder focusing; exposure counter; double exposure prevention device. Price, $325, including case.

DIST., George Levine & Sons.

VIDAX



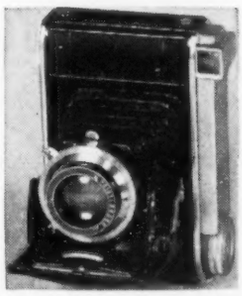
Roll film size 620; sheet film, filmpacks, size 2¼x3¼; 8, 12, or 16 exposures on roll film, 2¼x3¼ down to 1⅝x2¼; interchangeable lens; choice of Wollensak Raptar, Kodak Ektar, or Zeiss Tessar; focal lengths from 3½ to 5 inches; lens speeds from f/3.5 to f/6.8; all lenses coated; shutter speeds from 1 sec. to 1/400 sec., T & B; built-in synchronization; double-extension bellows; eye-level finder; scale and manual focusing; coupled rangefinder with one window for range- and viewfinders; exposure counter dial for roll film arranged for measuring 8 or 16 exposures; variable rangefinder can be adjusted by knob to synchronize focus with lenses from 75 to 127 mm. Price, with f/4.5 coated Raptar lens in Synchro shutter, $237.50, plus tax. Accessories include adapter backs for sheet film and filmpacks.

MFR., Vidmar Camera Co.

VOIGTLANDER BESSA

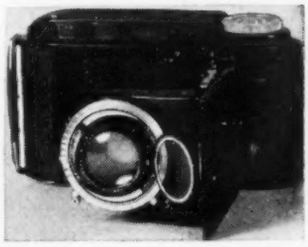
Roll film size 120 or 620; 8 exposures, 2¼x3¼", or 16 exposures 1⅝x2¼"; mask for two picture sizes; 105 mm f/3.5 Skopar lens; depth of field scale; Prontar shutter, speeds from 1 sec. to 1/200 sec., T & B; delayed action; built-in synchronization; eye-level finder; scale focusing; hyperfocal distance table. Price, $69.00; eveready case, $6.00.

VOIGTLANDER BABY BESSA



Roll film size 120 or 620; 12 exposures, 2¼x2¼"; 75 mm f/3.5 Skopar lens in Compur Rapid shutter, speeds from 1 sec. to 1/500 sec., T & B; eye-level finder; scale focusing; exposure counter; depth of field guide. Price, $80.50; eveready case, $7.50.

VOIGTLANDER RANGEFINDER BESSA



Roll film size 120 or 620; same exposure size as Bessa; 8 or 16 exposures; 105 mm f/3.5 Skopar lens in Compur Rapid shutter, speeds from 1 sec. to 1/400 sec., T & B; eye-level finder; coupled rangefinder; depth of field guide. Price, $185.00; eveready case, $8.50.

VOIGTLANDER FOCUSING BRILLIANT

Roll film size 120 or 620; 12 exposures, 2¼x2¼"; 2-lens reflex; 75

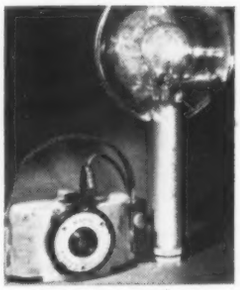
mm f/3.5 Skopar in Compur Rapid shutter, speeds from 1 sec. to 1/500 sec., T & B; eye-level finder, waist-level finder; reflex focusing. Price, $115; eveready case, $8.50.

VOIGTLANDER VITO

Miniature camera, takes 35 mm cartridge; 36 exposures, 24x36 mm; 50 mm f/3.5 Skopar lens; depth of field scale; Prontor shutter, speeds from 1 sec. to 1/200 sec., T & B; delayed action; built-in synchronization; eye-level finder; scale focusing; exposure counter. Price, $69.00; with Compur Rapid shutter, speeds from 1 sec. to 1/500 sec., T & B; built-in synchronizer, $80.50; eveready case, $6.75.

DIST., Willoughby's, Inc.

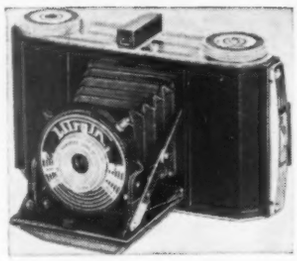
WINPRO 35 SYNCHRO FLASH



Cartridge 35 mm; up to 36 exposures, 1x1½"; 40 mm Crystar doublet f/8 lens; between-the-lens shutter, speed 1/50 sec., & B; built-in synchronization; eye-level finder; fixed focus; exposure counter. Price, including tax, $12.95; eveready case, $2.69.

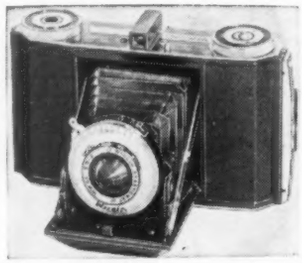
MFR., Webster Industries, Inc.

WIRGIN 11



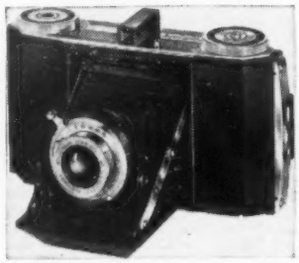
Roll film size 120; 12 exposures, 2¼x2¼"; 75 mm coated Meniscar lens; fixed focus; light-tight hinged back; self-erecting bellows; built-in flash synchronization; eye-level finder. Price, $17.95, plus tax; flashing unit, $3.98, plus tax.

WIRGIN 45



Roll film size 120; 12 exposures, 2¼x2¼"; 75 mm coated Wirgin Anastigmat f/4.5 lens; shutters speeds from 1/25 sec. to 1/125 sec., T & B; other features and make-up similar to the above model. Price, $34.50, plus tax. Wirgin flashing unit, $6.98.

WIRGIN 51



Identical to the Wirgin 45, except has coated 75 mm Wollensak Velostigmat f/45 lens; shutter speeds from 1/25 to 1/150 sec., T & B; swing-out roll holders to ease loading; two tripod sockets. Price, $39.50, plus tax; Wirgin flashing unit, $6.98, plus tax.

DIST., Camera Specialty Co.

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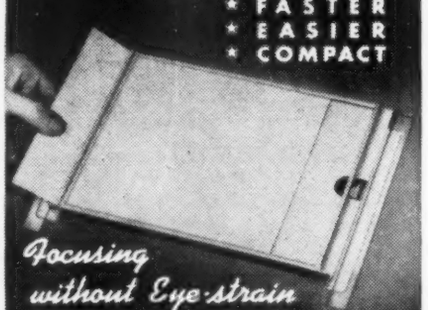

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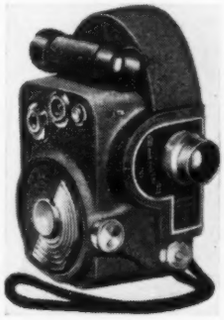
ALLEN 8 MODEL R-8



8 mm silent; capacity 25 ft. double width; 8, 12, 16, 24, and 32 frames per second; 180° angle focal plane shutter; 1/32 sec. shutter speed at 16 frames per second; spring drive, useful run 5 ft.; positive start; gear-type footage indicator; built-in eye-level finder; 12½ mm coated f/2.5 anastigmat lens; built-in lens shade; universal focus; screw mount; single exposure device; built-in exposure guide; continuous run lock; indicator in viewfinder; cable release socket for single frame; wrist strap; removable film gate. Price, $49.50; eveready case, $6.95.

ALLEN TURRET 8

Similar to the above model except has 3-lens turret, and parallax adjustment. Price, $67.50; price of eveready case, $9.95. Available lenses: 12½ mm f/1.9 and 1½" f/3.5.
DIST., Glore Industries.

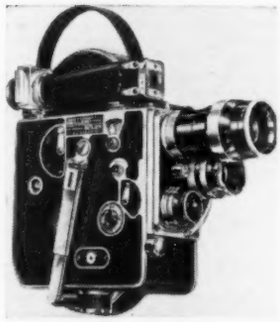
APOLLO 8

8 mm. silent; capacity 25 ft. double width; 12, 16, 24, 32, and 48 frames per second; guillotine shutter; 1/30 sec. shutter speed at 16 frames per second; spring drive, useful run 6 ft.; rundown stop; external dial footage indicator; built-in eye-level finder; interchangeable lenses; coated 12½ mm Exclar f/2.5 lens; built-in lens shade; screw mount; universal focus; slack film take-up; continuous-run lock, and safety lock. Price on request.
MFR., Excel Movie Products.

AURICON-PRO

16 mm sound-on-film recording camera; designed to record both sound and picture on the same film, at the same time; black-and-white or color film; camera is completely silent in operation; records 5½ minutes of talking pictures continuously if desired; driven by synchronous electric motor; can be operated independent of power lines by means of portable power supply. Price on request.
MFR., Berndt-Bach, Inc.

BOLEX H-16



16 mm silent; roll loading; 100 ft. capacity; 8, 16, 24, 32, and 64 frames per second; spring motor drive 18 ft.; positive threading; automatic threading; 190° angle rotary disc focal plane shutter; 1/30 sec. shutter speed at 16 frames per second; 3-lens turret with coated 1" Switar f/1.4 lens; direct eye-level finder; groundglass prism critical focus; single exposure device; parallax adjustment; rewind; built-in frame counter; automatic threading clutch disengages spring motor. Price, $282.50. Price of suede-lined leather case, $45. Available accessories include filters, hand strap, masks, synchronous motor, rangefinder, and matte box. Lens available, include Eastman Kodak 1" f/1.9; Wollensak 1" f/1.5 and Yvar 15 mm f/2.8 lenses.

BOLEX H-8

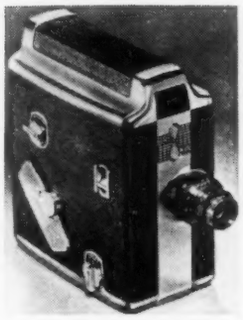
Identical with above, except geared for double-8 film; takes 100 ft. rolls, and spring run of 12 ft. Price, with coated ½" Switar f/1.5 lens, $282.50. Available accessories are the same as the above model. Lenses available include Wollensak ½" f/1.9; Yvar 1½" f/2.8; and Yvar 1" f/2.5.

BOLEX L-8

8 mm silent; 25 ft. roll capacity; 12, 16, 24, and 32 frames per second; 165 angle rotary disc focal plane shutter; 1/35 sec. shutter speed at 16 frames per second; spring motor drive with positive start; useful spring run 8 ft.; built-in eye-level finder; interchangeable Yvar ½" f/2.8 coated lens with built-in lens shade; slack film take-up. Price, including suede case and hand strap, $93.28, including tax. Accessories include filters, masks, cable release, and Wollensak ½", f/1.9 coated lens.
DIST., American Bolex Co.

BRISKIN 8

8 mm silent; magazine load; capacity 25 ft. double width; 16, 24, 32, and 64 frames per second; 160° angle rotating shutter; 1/35 sec. shutter

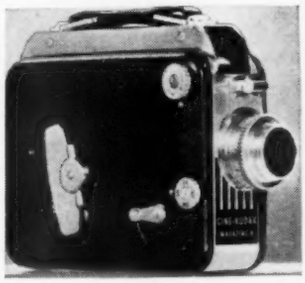


speed at 16 frames per second; spring drive; 7½ ft. spring run; visual footage indicator; positive optical finder; interchangeable lenses; Wollensak coated 13 mm f/1.9 Cine Raptar lens; set to scale focus; built-in lens shade; slack film take-up; single exposure device; built-in exposure guide; parallax adjustment; automatic magazine ejector. Price, $108.50; with 13 mm f/2.5 Cine Raptar lens, $79.95; leather case, $10.50.
MFR., Briskin Camera Corp.

CINE-KODAK MAGAZINE 16

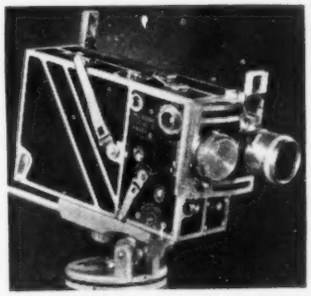
16 mm silent; magazine loading; 50 ft. capacity; 16, 24, and 64 frames per second; 160° angle rotary shutter; 1/35 sec. shutter speed at 16 frames per second; spring drive; useful run 10 ft.; positive start; rundown stop; direct contact footage indicator; direct eye-level finder; positive optical finder; interchangeable lenses; Kodak Anastigmat coated 25 mm f/1.9 lens in bayonet mount; set to scale focus; built-in lens shade; parallax adjustment; built-in exposure guide; timer pulse; automatic shut-off. Price, $150 plus tax. Price of combination case, $23.50. Accessories include filters, slip-on lenses, hand strap, hand crank, focusing finder, lens extension tubes; lenses available: 15 mm f/2.7; 50 mm f/1.6; 63 mm f/2.7; 102 mm f/2.7; and 15 mm f/4.5.

CINE-KODAK MAGAZINE 8



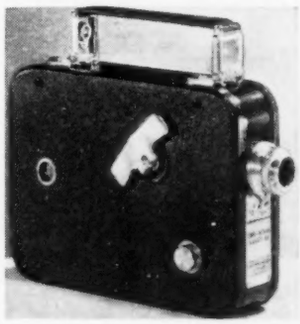
8 mm silent; magazine loading with 25 ft. capacity double width; 16, 24, 32, and 64 frames per second; 165° angle rotary shutter; 1/35 sec. shutter speed at 16 frames per second; spring drive, useful run 10 ft.; positive start; mechanical footage indicator; positive optical built-in eye-level finder; interchangeable lenses; bayonet mounting; coated Kodak Anastigmat 13 mm f/1.9 lens; built-in lens shade; set to scale focus; interchangeable magazines; pulse indicator; built-in exposure guide; parallax adjustment. Price, $125; combination case, $23.50; standard case, $8.75. Lenses available: 9 mm and 25 mm f/1.9; 50 mm f1.6; and 63 mm f/2.7. Accessories include filters, slip-on lenses, hand strap, hand crank, etc.

CINE-KODAK SPECIAL II



16 mm silent; 200 ft. capacity; 8, 16, 24, 32, and 64 frames per second; 165° angle, variable, rotary shutter; dissolving; 1/35 sec. shutter speed at 16 frames per sec.; spring drive, useful run 38 ft.; positive start; rundown stop; two types of footage indicators; direct eye-level finder; interchangeable lenses; 2-lens turret; coated 25 mm Kodak Ektar f/1.4 lens; built-in lens shade; set to scale, reflex, and full vision groundglass focusing; single exposure device; built-in exposure guide; parallax adjustment; masks, fades, dissolves; interchangeable film chambers; hand crank; forward or reverse; frame counter; engraved plate with owners name. Price on request.

CINE-KODAK EIGHT-25



8 mm silent; capacity 25 ft. double width; 16 frames per second camera speed at 1/30 sec. shutter speed; 192° angle reciprocating shutter; spring drive; useful run 5 ft.; positive start; dial-type footage indicator; direct eye-level finder; permanently attached coated Kodak Anastigmat 13 mm f/2.7 lens; fixed focus; built-in lens shade; parallax adjustment; built-in exposure guide. Price, $55; case, $6. Accessories include filters, slip-on lenses, hand strap.
MFR., Eastman Kodak Co.

CINEMASTER II

8 mm silent; capacity 25 ft. double width; 16, 24, and 32 frames per

second; guillotine-type shutter; spring motor drive, useful run 10 ft.; positive start; blade-type footage indicator; built-in eye-level finder; in-

terchangeable lenses; ½" coated Cine-Anastigmat f/2.5 lens; universal focus; screw mount; built-in exposure guide; continuous run lock; combined exposure meter and optical viewfinder. Price, $66.65; eveready case, $4.95. Available lenses: ½" f/3.5; ½" f/1.9 and 1½" f/3.5

MFR., Universal Camera Corp.

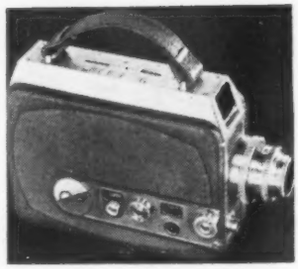
CINKLOX 3S

16 mm silent; 100 ft. capacity; 16, 24, and 32 frames per second; 150° angle rotary shutter; 1/35 sec. shutter speed at 16 frames per second; spring drive, with useful run 18 ft.; direct reading footage indicator; direct eye-level finder; interchangeable lenses; Wollensak coated 1" f/2.5 Cine Raptar; built-in lens shade; set to scale focus. Price, $76.15; case, $10.95.

MFR., Cincinnati Clock & Instrument Co.

DE MORNAY-BUDD AUTOMATIC EIGHT

8 mm silent; magazine loading; 25 ft. capacity double width; 8, 12, 16, 24, and 32 frames per second; electrical drive; positive start; rundown stop; visible footage indicator; positive optical zoom-type finder; inter-



changeable lenses; Eastman Kodak coated 13 mm f/1.9 in bayonet mount; set to scale focus; built-in lens shade; built-in exposure guide; parallax adjustment; remote control outlet. Price on request.

MFR., De Mornay-Budd, Inc.

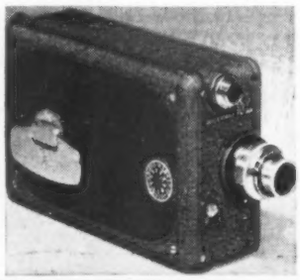
EUMIG C3

8 mm silent; capacity 25 ft. double width; 8, 16, 32, or 16, 32, and 64 frames per second; 1/30 sec. shutter speed at 16 frames; spring drive; dial-type footage indicator; built-in eye-level finder; 12½ mm f/1.9 lens; universal focus; permanent mount; built-in lens shade; built-in photo-

electric cell exposure meter semi-automatically coupled; enables the diaphragm to be varied continuously as lighting conditions change; cable release connection. Price, $190.

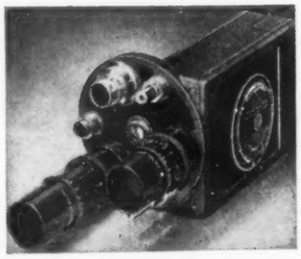
DIST., George Levine & Sons Co.

FILMO AUTO LOAD



16 mm silent; capacity 50 ft. in magazines; speeds of 16, 24, 32, 48, and 64 frames per second; 133° angle single blade disc shutter; 1/40 sec. shutter speed at 16 frames per second; spring motor with rundown stop; 12-foot useful run; dial-type footage indicator; positive optical built-in eye-level finder; B&H coated 1" f/2.5 triplet lens; built-in lens shade; screw mount; interchangeable; universal focus; single exposure device; built-in exposure guide; hand strap; lens cap. Price, $160 plus tax; sheath-type case, $9.75; regular case, $20.35. Accessories available include filters, thru-the-lens focuser, close-up attachment, wide-angle attachment, etc. Lenses available: 17 mm f/2.7; 21 mm f/1.9; 1" f/2.5; 1" f/1.9; 1" f/1.5; 2" f/1.4; 2" f/3.5; 2" f/4.5; 3" f/4; 4" f/4.5; and 6" f/4.5.

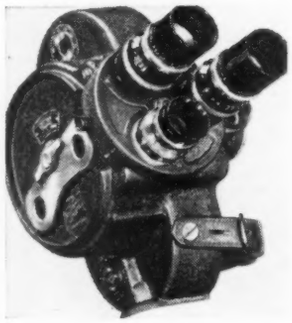
FILMO AUTO MASTER



Same as Auto Load, except has turret head; positive optical built-in eye-level viewfinder rides with lenses on turret; B&H coated 1" f/2.5 lens; universal focus; screw mount; built-in lens shade; single exposure device; built-in exposure guide. Price, $261.50 plus tax; combination case, $25. Accessories and available lenses are the same as the Auto Load model.

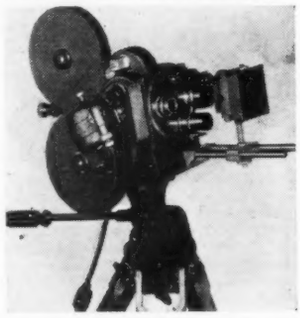
FILMO 70-DA

16 mm silent; roll loading; 100 ft. capacity; camera speeds of 8, 12,



16, 24, 32, 48, and 64 frames per second; 204° rotary disc shutter; 1/30 sec. shutter speed at 16 frames per second; spring motor drive with rundown stop; useful spring run of 23 ft.; revolving drum finder; 3-lens turret; B&H coated 1" f/1.9 lens set to scale; screw mount; built-in lens shade; critical focuser; continuous operation lock. Price, $295 plus tax; combination case, $36.25. Available accessories include filters, hand crank, motor, rewind knob, external magazines. Lenses available: 17 mm f/2.7; 21 mm f/1.9; 1" f/2.5; 1" f/1.5; 2" f/1.4; 2" f/3.5; 2" f/4.5; 4" f/4.5; and 6" f/4.5.

FILMO 70-J SPECIALIST



16 mm with 100 ft. capacity, or 400-foot magazines; 8, 12, 16, 24, 32, 48, and 64 frames per second, camera speeds; 204° rotary disc shutter; 1/30 sec. shutter speed at 16 frames per second; spring motor, hand crank, and electric motor drive; rundown stop; spring run of 23 ft.; Veeder counter footage indicator; positive optical turret finder; 4-lens turret; B&H coated 1" f/1.9 lens; built-in lens shade; screw mount; set to scale, and full vision ground-glass focusing. Other lenses included are 17 mm f/2.7, 2" f/3.5, and 3" f/4. Parallax adjustment; shift-over focuser; hand crank; rewind knob; two 400-feet magazines; 115-volt AC-DC motor, tripod, and case. Price, $2,643.

FILMO SPORTSTER

8 mm silent; 25 ft. capacity double width; 133° angle rotary disc shutter; 1/35 sec. shutter speed at 16

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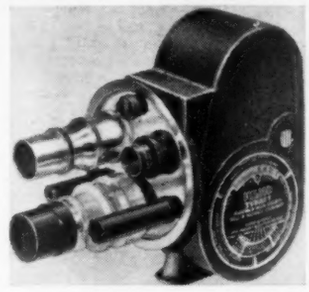
frames per second; spring motor drive; rundown stop; spring run 5 ft.; dial footage indicator; built-in eye-level finder; interchangeable lenses; B&H coated 12½ mm f/1.9 lens in bayonet mount; universal focus; single exposure device; built-in exposure guide; masks, wrist cord, automatic film gate. Price, $129.45 plus tax; sheath-type case, $8.70; combination case, $9.50. Accessories include filters, close-up attachments; available interchangeable lenses: ½". f/1.9; ½" f/1.4; 1" f/1.5; 1½" f/3.5; 35 mm f/3.5; and 2" f/3.5.

FILMO COMPANION

Similar to the Sportster in design and features except has B&H coated 12½ mm f/2.5 triplet lens; camera speeds, 8, 16, 24, and 32 frames per second. Price, $77 plus tax; case, $8.70. Accessories same as Sportster, plus wide-angle attachment and viewfinder masks.

FILMO TRI-LENS 8

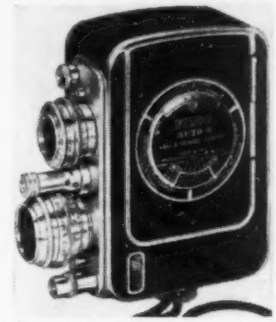
8 mm silent; 25 ft. capacity double width; 16, 32, 48, and 64 frames per second; 133° angle rotary disc shutter; rundown stop; spring run 5 ft.; dial footage indicator; spring motor drive; positive optical built-in eye-level finders that ride around with lenses on turret; 3-lens turret; B&H coated 12½" f/2.5 lens in screw



mount; universal focus; built-in lens shade; built-in exposure guide; single exposure device; automatic film gate. Price, $134.55; case, $21.80.

FILMO-AUTO 8

8 mm silent; magazine load; 25 ft. capacity, double width; 16, 24, 32, 48, and 64 frames per second; 133° angle rotary disc shutter; 1/35 sec. shutter speed at 16 frames per sec-



ond; spring motor drive; indicator alarm; spring run 9 ft.; dial and visible pointer in viewfinder for footage indication; positive optical built-in eye-level finder; 2-lens tur-

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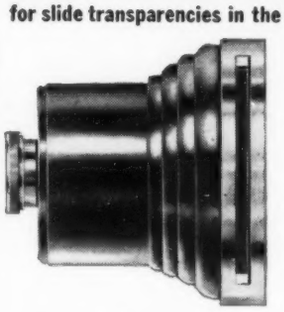

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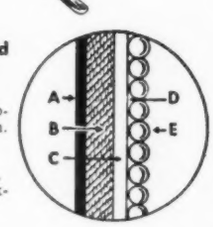

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ret; B&H coated 12½" f/1.9 lens in screw mount; focus set to scale; built-in lens shade; second lens is 1½" f/3.5; single exposure device; built-in exposure guide; continuous operation lock; viewfinders ride with lenses on turret. Price, $253.90 plus tax; sheath-type case $8.70; combination case, $21.80.

MFR., Bell & Howell Company.

FRANKLIN 115

8 mm silent; magazine loading; 12, 16, 32, and 64 frames per second, or 16, 24, 32, and 64 frames per second; 170° angle rotary blade shutter; 1/34 sec. at 16 frames per second; spring drive, useful run 8 ft.; positive start; interior and exterior footage indicators; built-in eye-level finder; interchangeable lenses; optional Wollensak & Somco lens equipment; slack film take-up; parallax adjustment. Prices range from $119.50 to $159.50; cases, from $8.95 to $16.95.

MFR., Franklin Photographic Industries, Inc.

KEYSTONE A-7

16 mm silent; capacity 100 ft.; 10, 16, 24, 32, 40, 48, and 64 frames per second; 160° angle rotating shutter; 1/36 sec. shutter speed at 16 frames; spring motor drive; positive start; useful run 20 ft.; window-type footage indicator; built-in eye-level finder; interchangeable lens; 1" coated Wollensak f/2.5 lens; universal focus; built-in lens shade; built-in exposure guide. Price, $74.50; with f/1.5 lens, $107.50; holster-type case, $10.

KEYSTONE K-40

8 mm silent; magazine loading; capacity 25 ft. double width; 165° angle rotating shutter; 8, 16, 24, and 64 frames per second; 1/35 sec. shutter speed at 16 frames; spring motor drive; positive start; rundown stop; useful run 6½ ft.; dial-type footage indicator; positive optical finder; interchangeable lens; ½" coated Wollensak f/2.5 lens; universal focus; built-in exposure guide; single exposure device; notches in finder aperture indicate parallel correction; visible and audible footage indicator in viewfinder; clicks at passage of every 9 inches of film; thumbwheel on top of camera changes size of viewfinder field for 1" and 1½" telephoto lens. Price, $116.50; with f/1.9 lens, $145.50; case, $7.50.

MFR., Keystone Mfg. Co.

KEYSTONE K-8

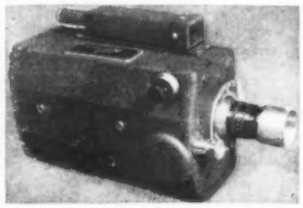
8 mm silent; capacity 25 ft. double width; 12, 16, and 48 frames per second; 140° angle rotating shutter; 1/40 sec. shutter speed at 16 frames; useful spring run 5 ft.; spring motor drive; positive start; dial-type indicator; built-in eye-level finder; interchangeable lens; ½" coated Wollensak f/2.5 lens; universal focus; built-in exposure guide. Price, $49.50; with ½" coated f/1.9 Elgeet lens, $64.50; cases available at $7.50 and $8.75.

KEYSTONE K-22

8 mm silent; capacity 25 ft. double width; 12, 16, and 48 frames per second; 140° angle rotating shutter; 1/40 sec. shutter speed at 16 frames; spring motor drive; useful run 5 ft.; positive start; dial-type indicator; built-in eye-level finder; interchangeable lens; ½" Wollensak coated f/2.5 lens; fixed focus; built-in exposure guide; flat base; equipped with 2 telephoto lens viewfinder frames which can be swung over in front of viewfinder lens, shows size of field for 1" and 1½" telephoto lens. Price, $67.50; with f/1.9 lens, $99.50; price of cases same as K-8 model.

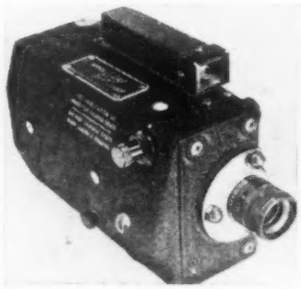
MFR., Keystone Mfg. Co.

LEKTRO SENIOR



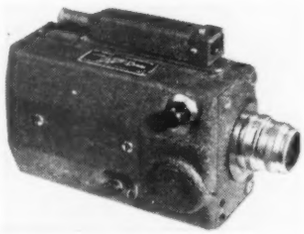
16 mm silent; magazine loading; 50 ft. capacity; camera speeds, 8, 16, 32 frames per second; 172° angle conical shutter; 1/45 sec. shutter speed at 16 frames per second; electric drive; positive start; unlimited run; geared footage indicator; positive optical finder; interchangeable lenses; Wollensak or Eastman Kodak 1⅜" f/3.5 lens supplied; built-in lens shade; fixed focus; single exposure device; built-in exposure guide; continuous-action switch; parallax adjustment. Price, with custom-built leather case, and battery, $135; with coated Eastman Kodak 1" f/1.9 lens, $215, including case and battery. Sound speeds of 12 and 24 frames per second are available instead of the standard speeds. The price, with all the features of the Senior model and f/3.5 lens, is the same as above.

LEKTRO JUNIOR



16 mm silent; magazine loading; 50 ft. capacity; 16, 32, and 64 frames per second camera speeds; 172° angle conical shutter; 1/45 sec. shutter speed at 16 frames per second; electric drive with positive start; geared footage indicator; positive optical finder; same lens equipment as the Senior model. Price, including leather compartment case and special battery, $75; with Eastman Kodak coated 1" f/1.9 lens, $146.67. Accessories include filters, A-C converter, continuous action switch, single-frame action.

LEKTRO MODEL A

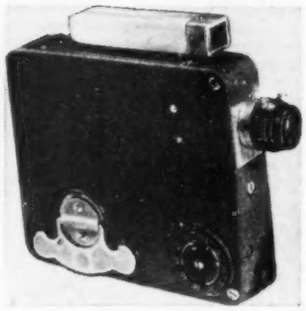


16 mm silent; magazine loading; 50 ft. capacity; camera speeds of 8, 16, and 32 frames per second; 172° angle conical shutter; 1/45 sec. shutter speed at 16 frames per second; electric drive; positive start; geared footage indicator; unlimited run; positive optical finder; Eastman Kodak or Wollensak 1⅜" f/3.5 lens with built-in lens shade; screw mount; universal focus; interchangeable lenses; built-in exposure guide; parallax' adjustment. Price, with case and battery, $98; with Eastman Kodak coated 1" f/1.9 lens, $179. Accessories same as the Junior model.

MFR., Associated Photo Products.

MAGAZINE POCKET

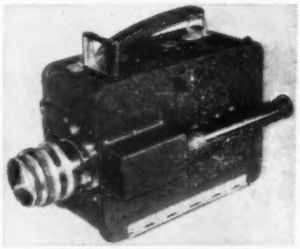
16 mm silent; 50 ft. capacity; uses Simplex-type magazines; 172° angle conical shutter; geared footage indicator; 1/42 sec. shutter speed at 16 frames per second; useful spring run is over 30 ft.; positive start; run-down stop; positive optical viewfinder; parallax correcting; interchangeable lenses; standard supplied lens, screw mount Bausch & Lomb 1" f/3.5 lens; single-exposure release; pre-set footage indicator. Price, $69.50; case for camera and



2 film magazines, $9.95. Available accessories include sunshade and filter kit.

MFR., Associated Photo Products.

MAGIC EYE



35 mm silent; 100 ft. capacity (1600 exposures); camera speeds from 12 to 64 frames per second; adjustable shutter speeds from 1/50 to 1/4000 sec.; spring motor; continuous run of 50 ft. on one winding; optional lens equipment from 25 mm to 24"; full vision groundglass focusing; also optical focusing finder; has variable magnification, high power for focusing, and low power for viewing the full field. Electric motors provided for remote control operation. Price on request.

MFR., National Cine Equipment, Inc.

MAURER MODEL 05

16 mm silent; 235° angle, variable and dissolving 3-blade shutter; 1/35 sec. shutter speed at 24 frames per second; motor drive; positive start; Veeder Counter footage indicator; positive optical finder; interchangeable lenses; 3-lens turret; optional lens equipment; parallax adjustment; 400-foot magazine; high power focusing system; clear glass viewing system; detachable finder. Price, $3650.

MFR., L. A. Maurer, Inc.

PERFEX 88

8 mm silent; magazine loading; 50 ft. capacity double width; 8, 12, 16, 24, and 32 frames per second; 160° angle blade-type shutter; 1/36 sec. shutter speed at 16 frames per second; spring motor drive, useful run of 7 ft.; positive start; plusating footage indicator; direct eye-level finder; coated Wollensak f/2.5 lens; set to scale focus; 3-lens turret; interchangeable lenses; built-in exposure

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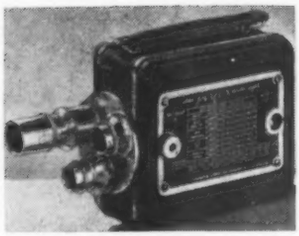
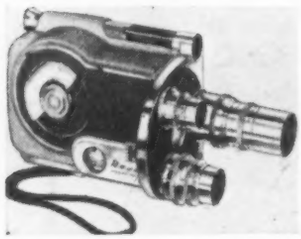


guide. Price, $99.50. Lenses available include Wollensak ½" f/1.9 and 1½" f/3.5.
MFR., Camera Corp. of America.

REVERE MODEL C-26

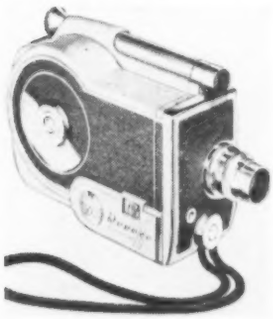


16 mm silent; magazine loading; 12, 16, 24, 32, and 48 frames per second; 133° angle rotary disc shutter, 1/35 sec. shutter speed at 16 frames per second; spring motor drive, useful run 12 ft.; positive start; rundown stop; visual footage indicator; built-in micromatic eye-level finder; interchangeable lenses; 3-lens turret; ½" coated anastigmat fixed focus f/2.5 lens; built-in lens shade; built-in exposure guide; parallax correcter; ratchet-type wind; wrist strap. Price, $152.

MODEL C-29

Identical to the above, except has f/1.9 lens with set to scale focus rather than fixed focus. Price, $187.50.

REVERE MODEL C-16

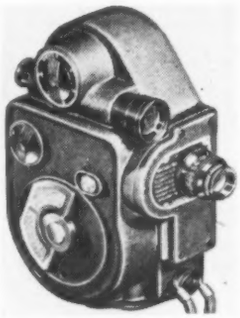


16 mm silent; magazine loading; 12, 16, 24, 32, and 48 frames per second; 133° angle rotary disc shutter; 1/35 sec. shutter speed at 16 frames per second; spring motor drive, useful run 12 ft.; positive start; rundown stop; visual footage indicator; built-in micromatic eye-level finder; interchangeable lenses; coated ½" anastigmat f/2.5 lens; screw mount; fixed focus; built-in lens shade; single exposure device; built-in exposure guide; parallax corrector; ratchet-type wind. Price, $127.50.

MODEL C-19

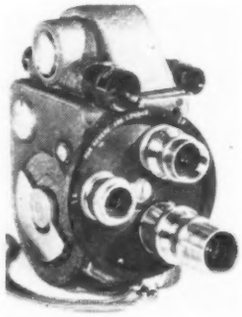
Identical to the above, except has f/1.9 lens with set to scale focus. Price, $155.

REVERE MODEL 88



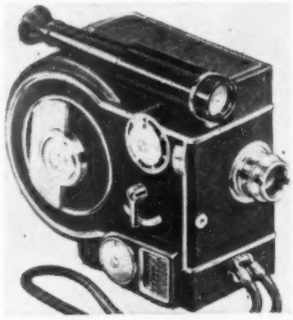
8 mm silent; capacity 25 ft. double width; 8, 12, 16, 24, and 32 frames per second; 160° angle rotary disc shutter; 1/35 sec. shutter speed at 16 frames; governor speed control; spring motor drives; useful run 6 ft.; silent helical gears; automatic film loop sprocket; recessed gate prevents film scratching; built-in optical finder; parallax corrected. Price with f/2.5 lens, universal focus, $77.50; with f/1.9 lens, set to scale focus, $104.50.

REVERE MODEL 99



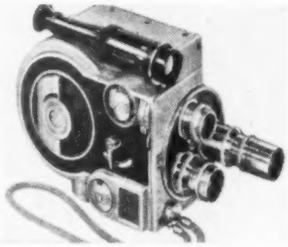
Same as Model 88, except has rotating turret head for three screw-type lenses and extra optical viewfinder for telephoto work; index mechanism positions lens. Price, with f/2.8 lens, $110; with f/1.9 lens, $137. Other lenses available.

REVERE MODEL 70



8 mm silent; magazine loading; 12, 16, 24, 32, and 48 frames per second; 160° angle rotary disc shutter; 1/35 sec. speed at 16 frames; spring motor drive, useful run 9 ft.; positive start; rundown stop; visual footage indicator; positive optical built-in eye-level finder; interchangeable lenses; ½" coated anastigmat f/2.8 lens; screw mount; fixed focus; built-in lens shade; single exposure device; built-in exposure guide; parallax corrected; ratchet wind; wrist strap. Price, $127.50; with f/1.9 lens in foscusing mount, $155.

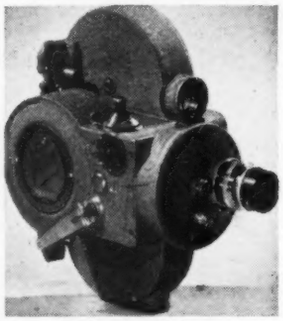
REVERE MODEL 60



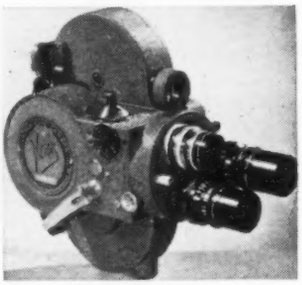
Similar to the above model, except has 3-lens turret; micromatic built-in eye-level finder. Price, with ½" coated anastigmat f/2.8 lens with fixed focus, $152.50; with f/1.9 lens in focusing mount, $187.50. Other lenses available.
MFR., Revere Camera Co.

VICTOR MODEL 3

16 mm silent; 100 ft. capacity; 8, 16, 24, 32, and Ultra frames per second; rotary disc shutter; 1/30 sec. at 16 frames; spring motor drive; useful run 22 ft; positive start; rundown stop; positive optical built-in eye-level finder; interchangeable optional lens equipment; takes all C mounts; slack film take-up built-in exposure guide; parallax adjustment; may be hand cranked for full length of film. Price, without lens, $115; case, $20.



VICTOR MODELS 4 & 5



Similar to Model 3 except has lens turret; shutter, like model 3, gives accurate speeds at any speed settings at temperatures between zero and 120° F; reflex and full vision groundglass focusing; adjustable viewfinder gives horizontal and vertical parallax correction; geared exposure footage indicator. Model 5 has reverse action for lap-dissolve, trick photography, etc.; comes with back-wind key. Price, Model 4, less lens, $160; case, $30; Model 5, less lens, $185; case, $30. Available lenses: all 7 mm, 1", 2", 3", 4", and 6" lenses in focusing mount, or fixed focus. Accessories include, filters, slip-on lenses, hand strap, and hand crank.
MFR., Victor Animatograph Corp.

Read the Movie Section of POPULAR PHOTOGRAPHY every month for ideas to improve your own movies.

FALL ROUND-UP!

USED ENLARGERS
Moore 2¼x3¼, F:4.5 (4¼") Woll..... $ 69.50
Federal 269, F:3.5 Anastig..... 34.45
Kodak Auto Focus, "A," 130 MM Lens... 45.00
Omega D II—Like New..... 182.50

LIKE NEW 35 MM SLIDE PROJECTORS
Ampro..$60.00 Argus..$27.75 Diafant..$56.25

MISCELLANEOUS
Kodak 2x2 Cover Glass, 500 pieces.....$6.50
Kodak Prof. Double Print Roller 8".....6.75
Jen Dip, to color Flash & Flood Bulbs for Color Photography 1.50
Reelrite Adj. Roll Film Tank, 35 MM—116..... 2.95

LIKE NEW CAMERAS
Korelle Reflex Model II.....$142.00
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SPECIALS
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Like New, 16-20 E.K. Ciné Projector with Proj. Case. Reg. $261.00. Our Price.... 225.00
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Marshall's Photo Oil Colors, per tube..... .40

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Kodak Scope FS-10-N..... 425.00

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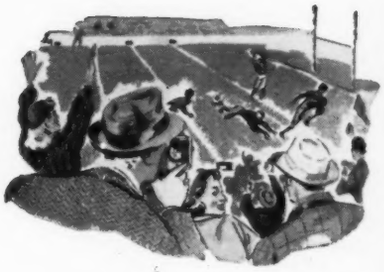

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"70" 8mm Magazine Camera. F2.8 coated lens. **$127.50**

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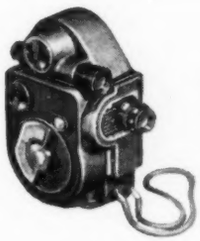

REVERE "88" 8mm CAMERA

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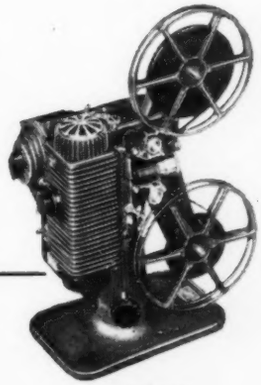
"99" 8mm Turret Camera. F2.8 coated lens. **$110.00**

(Prices include tax)



REVERE "85" 8mm PROJECTOR

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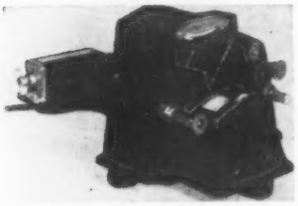
In Pursuit of Happiness Revere Adds to Your Pleasure.

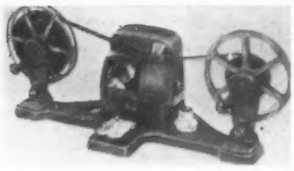
MOVIE EDITING EQUIPMENT

ADVANCE CINE



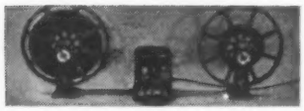
A.C.E. Rotary Viewer. For 35 mm; all-metal construction; manual and electrical operation; permits viewing of film between rewinds; forward or backward, at rewinding speed; has oil-less bearings; magnifier gives undistorted viewing; frame counter. Price, $145.
MFR. Advance Cine Equipment.

BAIA



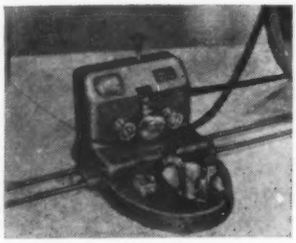
Baia Editor. For 8 or 16 mm; all-metal construction; manual operation; in combination with splicer, viewer, and 2 rewinds; action-type viewer; self threading. Price, $69.50.
MFR. Baia Motion Picture Engineering, Inc.

BELL & HOWELL



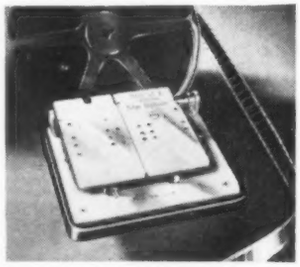
Filmotion Editor 16 mm. For 16 mm; all-metal construction; manual operation; in combination with splicer, viewer, and 2 rewinds; Viewer has groundglass with magnifying lens; diagonal splice; 2-speed geared rewinds with brake; frame identification device; gives brilliant, miniature movies on 3x2½" screen. Price, $151. Case available as accessory.

Filmotion Editor 8 mm. For 8 mm; all-metal construction; manual operation; in combination with splicer, viewer, and two rewinds; viewer is indirect type with glass magnified screen; diagonal splice, geared rewinds; gives miniature movies, 2¼x1¾" screen. Price, $118.



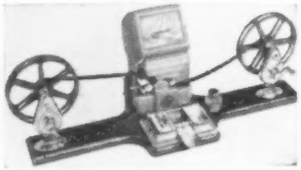
Film Defect Indicator. For 16 mm; all-metal construction; combined manual and electrical operation; mechanically inspects 16 mm sound or silent film perforations; flashes warning light when damaged perforation is encountered; can be combined with other elements to make complete 16 mm editing outfit. Rewinds and splicers available as accessories. Price, $95.
MFR. Bell & Howell Co.

BOLSEY

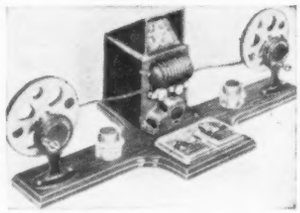


Bolsey Senior Splicer. For 8 and 16 mm film; all stainless steel construction; cuts both ends automatically; grooves to stop cement creeping; scraper has four scraping areas; wooden base with rubber feet; mounting holes. Price, $13.50.
MFR. Bolsey Corp. of America.

CRAIG



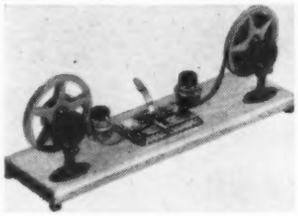
Craig 16 mm Projecto-Editor. Wood and metal construction; manual and electrical operation; in combination with splicer, viewer and two rewinds; electric illumination viewer; flickerless action editing on 3⅛x4¼" screen; matched light equal to normal projection from 750-watt projector; includes film cement. Price, Model E1622, with 400-foot rewinds, $69.50; with 2,000-foot rewinds, $71.50.

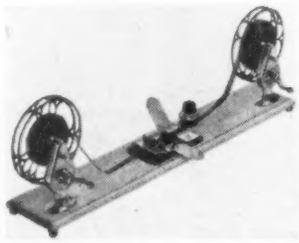


Craig 8 mm Projecto-Editor. Wood and metal construction; manual and electrical operation; in combination with splicer, electric illumination viewer, and two rewinds; flickerless action editing on miniature screen; film cement included; Price, Model E821, with Junior Rewinds and Senior Splicer, $65; Model E811, with Junior Rewinds and Splicer, $55; and Model E822, with Senior Rewinds and Splicer, $70.

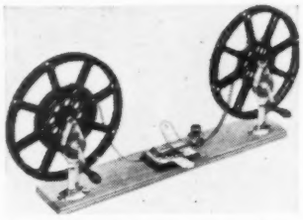
Projecto-Editor Viewer. Electric illumination; gives flickerless action editing; matched light equal to normal projection from 750-watt projector. Price, Model E-16, for 16 mm, $47.50; Model E-8, for 8 mm, $45. All Craig rewinds, splicers, etc. available as accessories.

Craig Junior Rewind Combination. For 8 mm; includes 2 Craig Junior geared rewinds; up to 400 ft. capacity; Craig Junior Splicer; film cement and a water container; mounted on 21-inch varnished wood base with rubber feet; Price, $10.50.





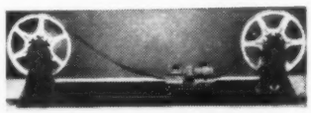
Craig Senior Rewind Combination. For 8 or 16 mm; includes Senior Splicer which is adaptable for either 8 or 16 mm sound or silent film; 2 chromium-plated Senior geared rewinds with adjustable brake for speed and tension control; takes up to 400 ft.; mounted on hardwood base. Price, $25.50.



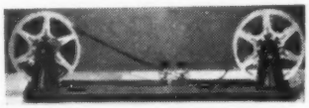
Craig Master Rewind Combination. For 8 or 16 mm; includes 2 Craig Master rewinds with adjustable brake; adaptable to sound or silent film; handles 8 mm reels up to 400 ft., and 16 mm reels up to 2000 ft.; also includes Senior splicer, and film cement; complete combination is mounted on a 32-inch wood base. Price, $27.50.

Craig Senior Splicer. For 8 and 16 mm sound or silent film; has built-in scraper; gives splice to 1/1000 of an inch; polished chrome construction; one piece base. Price, $15.
MFR. Craig Mfg. Co.

EASTMAN



Cine-Kodak Senior Editor. For 8 and 16 mm; wood and metal construction; manual operation; in combination with Cine-Kodak Senior splicer, and 2 rewinds; combination mounted on wooden base. Price, $37.50, including film cement. Accessories include Cine-Kodak Editing Viewer, 8 or 16 mm.



Cine-Kodak Junior Editor. Similar to the Senior model, except is equipped with Cine-Kodak Junior splicer. Price, with film cement, applicators, $13. Same accessories as the above model.

Cine-Kodak Master Editing Outfit. For 16 mm; all-metal construction; manual operation; in combination with Senior splicer, 2 rewinds, and the Cine-Kodak Editing Viewer; accepts all 16 mm reels through 1600-ft. capacity; Price, with film

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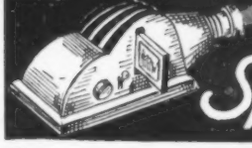

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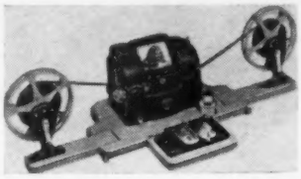
MFR. Eastman Kodak Co.

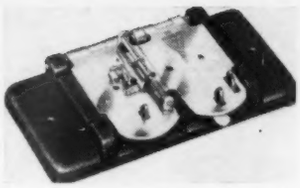
FRANKLIN

Franklin President Dual. For 8 and 16 mm; all-metal construction; manual operation; in combination with splicer, 2 rewinds and Franklin Viewer; has interchangeable optical system for 8 or 16 mm; notching device marks film frame viewed; framing device; has collapsible mounting board; with case available as an accessory; Price, $88.88 with



16 mm optical mechanism; $85.85 with 8 mm optical mechanism. Price of case, $14.50.

Franklin President Splicer. For 8 and 16 mm silent or sound film; made of stainless steel with metal



cast base; cover and bottom plates hold film; right-hand assembly; easy adjustment; dry scraper. Price, $13.95.

Franklin Splicer-Cleaner-Rewind Combination. For 8 and 16 mm; wood and metal construction; manual operation; standard splicer, 2 Super rewinds, Franklin Cleaner & Preserver unit; mounted on walnut-

finished board. Price, with bottle of fluid, $24.95.

Super Rewind and Standard Splicer Combination. For 8 and 16 mm; standard splicer with built-in scraper; 2 Franklin Super rewinds; mounted on 24-inch board. Price, $14.95.

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New Featherweight Design
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Produces perfectly synchronized flash shots with any camera equipped for ordinary flash operation.
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For professional or amateur use. Light source rating, 60 watts. Weighs only 6 lbs. Flash tube rated more than 10,000 flashes without change. Adaptable to solenoid and internal shutter synchronization. Cowhide carrying case. Chrome plated gun case. Complete..... $69.50 Plus 8.92 F.E.T.
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A unit for the professional or advanced amateur. Light source rating 120 watt seconds. Weighs 9 lbs. Light output more than Press 40 bulb. Sturdy cowhide case. Other features same as Standard. Complete. $108.50 Plus $11 F.E.T.
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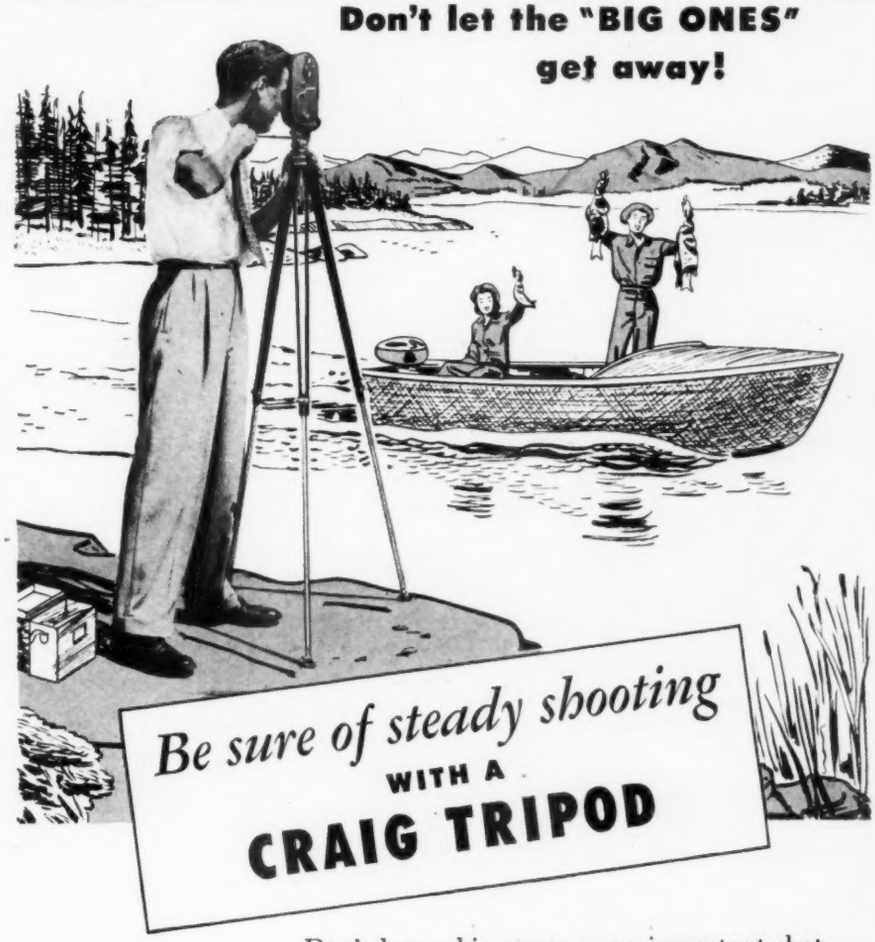

Don't lose a big scene or an important shot because your camera lacks steady support. CRAIG B/L and THALMETAL Tripods give smooth shooting assurance whenever, wherever you set up. Here's everything you want in a tripod—long lasting sturdiness, lightweight convenience, handsome appearance. CRAIG'S exclusive Sure Foot Points pivot from a rubber tread grip for indoor work to a double pointed spur for outdoor shooting. You have safe, sure mounting of your camera with Craig's exclusive Instant On Plug. Two famous CRAIG models, the B/L and the THALMETAL, are now featured at *too-good-to-miss* prices. See your camera dealer today!

CRAIG B/L, complete with Deluxe Pan Tilt Head.....$24.50
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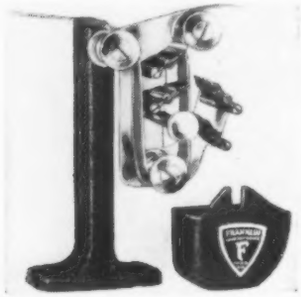
Franklin Film Cleaner and Preserver. Can be permanently attached to the President Dual Editor or with any rewinds and projectors; interchangeable wiper blades squeeze excess fluid from film; chromium plated. Price, $12.95. Accessories in-



clude extra wipers, 25 cents each; 6-oz. bottles of cleaning fluid, 55 cents.
MFR. Franklin Photographic Industries, Inc.

FEDCO

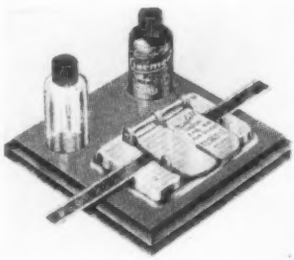
Film Splicer. For 8 and 16 mm film; nickel plated; steel scraper; heavy construction with cast base. Price, approx. $7.95.
MFR. Fedco Products.

LEKTRA

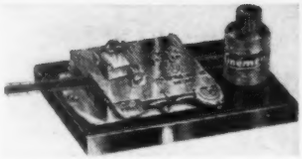
Splicemaster 8 & 16. Two models for 8 or 16 mm; weighs 5 lbs.; built-in cutter for butt ends; flash trimmer; built-in editing light; sprocket

hole punch; timer compensates for line voltage changes; electric butt-weld splicing. Price, for 8 mm model, $34.50; for the 16 mm model, $34.50.
MFR. Lektra Laboratories, Inc.

MANSFIELD



Mansfield Junior Splicer. For 8 and 16 mm; complete with mounting board and film cement; all-metal construction. Price, $2.95.



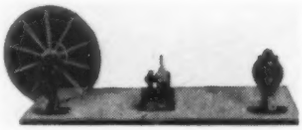
Switt Automatic Film Splicer. For and 16 mm silent and sound film; all-metal construction; built-in scraper; automatic cutting action. Price, $10.95.
MFR. Mansfield Industries, Inc.

MARKS

Crest Film Viewer and Splicer. Two models for use with 8 or 16 mm; ball bearing focusing lens mount; on-off switch; all-metal construction; splicer has external scraper. Price, complete with cord, lamp and bottles, $16.65.

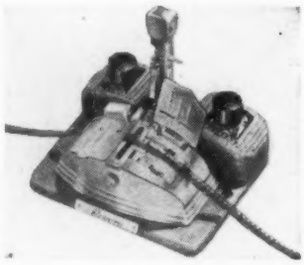
Marks Movie Viewer. For 8 and 16 mm; focusing lens; all-metal construction. Price, complete with cord and lamp, $7.95.
MFR. Howard B. Marks Co.

NEUMADE



Neumade Editing Board No. 1. For 16 mm; combination of Griswold Hm-6 Splicer and cement, and 2 Neumade RW-1 rewinds; mounted on porcelain panel with felt bottom and rubber feet. Price, $39.
MFR. Neumade Products Corp.

REVERE



Revere Curvamatic. For 8 and 16 mm film, silent or sound; automatic shift overlaps film; automatic overlap; single arm incorporates cutting, scraping, and pressure; removable, replacable scraper; weighted base with non-slip rubber tabs; film cement provided. Price, $16.50.
MFR. Revere Camera Co.

SCHOEN

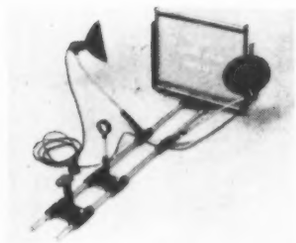
Hollywood Splicer. For 8 and 16 mm film; steel scraper; metal construction with wooden base. Price, $5.95.
MFR. Schoen Products Co.

MOVIE TITLERS

A-to-Z

De Luxe Color Title Outfit. Makes titles in 6 colors using 8x10 backgrounds; uses script letters on photographic backgrounds; set includes 1800 initials, 12 alphabets; 6 jars of colors; 8 backgrounds; tracing paper, brush, pencil, distance chart and title background holder. Price, $6.50.
MFR., A-to-Z Movie Accessories.

AREL

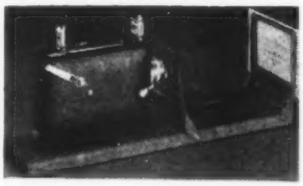


PM Movie Titler. For 8 and 16 mm cameras; all-metal construction; full size titler with built-in lights; professional attachments; 36" overall length; 9x12" titling board with interchangeable ground and clear glass; provisions for running titles, flips, zooms, scrolls, rolls, double exposures, tabletop photography; permits full size letters and character. Price, including copying lens, universal camera base, reflector, sockets, and cords, $39.50 plus tax.
DIST., Arel, Inc.

BARDWELL & McALISTER

Mult-Efex Titler. Two models for 8 and 16 mm cameras; the only difference is the diopter size of the auxiliary lens on the 16 mm model; makes zooms, scrolls, rolls, flip-flops, swing - forward - and - back, swing around, wipes, and other titles; for trick effects and split screens; equipped with Mult-Efex Aligner for centering of titles and small objects; all-metal construction. Price on request.
MFR., Bardwell & McAlister, Inc.

EASTMAN

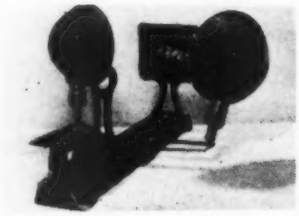


Cine-Kodak Titler. For 8 and 16 mm cameras; all-metal construction; designed for all Cine-Kodak cameras except Model A and Special; package of title cards included; base, easel, centering guide, 5¾" supplementary lens. Price, $7.50, plus tax. Accessories available include titler base for Magazine 8 camera, and tripod-titler base for Magazine 16 camera.
MFR., Eastman Kodak Co.

GOERZ

Goerz Effect and Title Device. For 8 and 16 mm cameras; wood and metal construction; focusing scope is mounted next to camera; has magnifying eyepiece; masked groundglass for correct focusing; vignetting device adjustable up or down; fits over large aperture of f/1.5 lenses; includes filter holder, mask box, book-style paper carrier, movable title standard; base slide for holding camera, and title attachment with long rods. Price, complete, $183.50.
MFR., C. P. Goerz American Optical Co.

HOLLYWOOD CINE



Master Titler. For 8 and 16 mm cameras; all-metal construction; automatic alignment when camera is locked into position on the camera base; tailored camera base; covers areas from 4 inches to 40 inches from the camera lens; includes track, title holder, lens holder, 12" auxiliary lens; camera base, tripod plate, centering disc, centering target, lens spring, and instruction booklet. Price, $11.10, plus tax. Accessories include Titltrix, for trick and effect shots, $5.50 plus tax; Titlites, for lighting title area, $5.50, plus tax; Titlettes, metal letters, and Titlkit, kit of scenes.
MFR., Hollywood Cine Products.

PHOTO MATERIALS

Premier Titler Model WL. For 8 and 11 mm all-metal construction; consists of flat camera mount; centering device; alignment target; 8" auxiliary lens; lens standard; hinged camera bracket; standard flat, metal base; for zooms, wipes, rolls, and all special effect; 2 lights permanently mounted to unit. Price, $14.95 plus tax; MODEL ML, same as above but without lights, $8.95 plus tax.
MFR., Photo Materials Co.

NOW! SWITCH FROM MOVIE "CLOSE-UPS" TO DISTANT SHOTS, *INSTANTLY...SURELY!*

Amazing new FRANKLIN Movie Camera with Quick-Action 2-LENS TURRET costs almost as little as a single-lens camera!

Makes telephoto shots foolproof, easy!

SNAPS RIGHT INTO PLACE!

At last, here's a camera that lets you switch from "close-ups" to exciting distant shots—without losing the action! The Franklin's compact, quick-action 2-lens Turret makes the change instantly. And when you switch, you can't go wrong: Just lift and twist the turret and the correct lens snaps right into place. It's faster, surer, easier than 3-lens cameras—costs almost as little as a single-lens camera! Now—without a lot of bother and expense—you can make home movies of scenic and sports subjects that have a really professional look!

Other outstanding Franklin features: Automatic magazine-loading. Single view-finder—shows *exactly* what you'll get with *either* lens. Exclusive visible film-meter—shows how much film you have left, *right while you're shooting.* Cable-release feature—lets you take snapshots too! Dual ratchets and balanced spring mechanism. Four speeds plus single-frame exposure—time exposure. Precision engineered throughout. Smartly styled in genuine leather and cast aluminum, satin chrome finish.

Delivered with one of these coated lenses:

Wollensak f: 2.5 fix focus . . . . . $139.50 incl. tax
Franklin f: 1.9 fix focus . . . . . $147.50 incl. tax
Woilensak f: 1.9 micro. focus. . . . $159.50 incl. tax

Camera without turret—deduct $20.00 from above prices.

Additional lenses:

Wollensak Tele Raptar f: 3.5 1½" focus . . . . . $55.42 incl. tax
Wollensak Tele Raptar f: 2.5 1" focus . . . . . $49.33 incl. tax
Wollensak cine wide angle attachment . . . . . $34.70 incl. tax

See it at your dealer's today! Or drop Franklin a card for information, literature, and the name of your nearest Franklin dealer

Franklin

2-LENS TURRET MOVIE CAMERA

MODEL 115-T · 8mm magazine-loading

Made by the makers of the famous

Franklin

"PRESIDENT" DUAL EDITOR

Edit your home movies with professional skill—with America's most popular Editor...the only one you can use on both 8 and 16mm film!*

While you edit, see your films at "projection" brilliance! The President's "Bright-Image" Viewer Screen has powerful 75-watt illumination—yet a special cooling system keeps film safe, prevents annoying heat. Film-notching device for marking the frame as you see it; glass prism permits slow or fast viewing; ground glass viewing screen, 3⅜"x2⅜"; front-surfaced mirrors; no glare of escaping light. Special knob and sprocket makes threading easy, eliminates film scratching, keeps picture centered. Mechanical parts precision-machined, highly chromed.

*With simple adapting mechanism (purchase optional), your 16mm Editor becomes an 8mm—or vice versa. Edits both sizes in quick succession; picture size remains same. *See the Franklin President at your dealer's today—or write for information.*

THE MAGIC BOARD! Ends flip up for easy storage. Portable case available.

FRANKLIN PHOTOGRAPHIC INDUSTRIES, INC., 223 WEST ERIE STREET, CHICAGO 10, ILLINOIS

AMATEUR FILM REFERENCE CHART

This convenient film chart has been prepared to assist the camera owner in quickly finding information relative to certain films which he may use. It is not intended as a comparison of the products of one manufacturer with those of another. A careful reading of the Notes on Films (see page 141) is essential to a full understanding of the information included herein.

FILM	TYPE	A.S.A. EXPOSURE INDEX		WESTON SPEEDS** (Weston's Figures)		GENERAL ELECTRIC SPEEDS (G-E's Figures)		SPECIAL CHARACTERISTICS, USES, ETC.	FILTER FACTORS											
									Light Yellow K-1		Medium Yellow K-2		Orange G		Red A		Light Green X-1		Dark Green X-2	
		DAY	TUNG.	DAY	TUNG.	DAY	TUNG.		D.	T.	D.	T.	D.	T.	D.	T.	D.	T.	D.	T.
ANKEN																				
ROLL FILM																				
ANKEN	ORTHO			50(h)	32(h)			Good Resolution; for General Amateur Use	2		2									
ANSCO																				
35 mm SPOOLS																				
(a)ULTRA-SPEED PANCHROMATIC	PAN	100	64	100	64	125	80	Extremely Fast; for Unfavorable Light	1.5	1.5	2	1.5	3	2	11	6	4	3	6	4
(a)SUPREME	PAN	50	32	50	32	64	40	Very Fast; Fine Grain; Fully Color Sens.	1.5	1.5	2	1.5	3	2	11	6	4	3	6	4
(z)ANSCO COLOR DAYLIGHT	COLOR	12	3(h)§	10	2(h)§	16	4(h)§	Positive Color Trans.; Can be Processed by												
(z)ANSCO COLOR TUNGSTEN	COLOR	12(h)§	12	10(h)§	10	16(h)§	16	User; Screenless, Practically Grainless												
(a)MEMO POSITIVE	BL. SENS.		8(h)(t)				10(h)(t)	Positive Transparencies; Copying												
ROLL FILM & FILM PACKS																				
SUPERPAN PRESS	PAN	125	80	100	64	150	100	Extremely Fast; Press; Adverse Lighting	1.5	1.5	2	1.5	3	2	11	6	4	3	6	4
SUPREME	PAN	50	32	50	32	64	40	Medium Speed; Fine Grain; General Work	1.5	1.5	2	1.5	3	2	11	6	4	3	6	4
(d)PLENACHROME	ORTHO	50	25	50	32	64	32	General Outdoor Work; Wide Exposure Lat.	2	1.5	3	2	6	3			4	3	6	4
(d)ANSCO COLOR DAYLIGHT	COLOR	12		10		16		Positive Color Trans.; Can be Processed by												
(d)ANSCO COLOR TUNGSTEN	COLOR		12		10		16	User; Screenless; Practically Grainless; 120												
								& 620 Only												
SHEET FILM																				
TRIPLE S PAN	PAN	200	160	200	125	250	200	Extreme Speed; for Press, Portraits, Etc.	1.5	1.5	2	1.5	3	2	11	6	4	3	6	4
SUPERPAN PRESS	PAN	125	80	100	64	150	100	High Speed; for Press, Indoors, Action	1.5	1.5	2	1.5	3	2	11	6	4	3	6	4
ISOPAN	PAN	50	32	50	32	64	40	Medium Speed; Fine Grain; Good Contrast	1.5	1.5	2	1.5	3	2	11	6	4	3	6	4
SUPERPAN PORTRAIT	PAN	50	32	50	32	64	40	Med. Speed; Fully Color Sens.; Mod. Grain	1.5	1.5	2	1.5	3	2	11	6	4	3	6	4
TRIPLE S ORTHO	ORTHO	125	64	100	64	150	80	High Speed; Wide Latitude; Portrait, Comm.	2	1.5	3	2	6	3			4	3	6	4
SUPERSENSITIVE PLENACHROME	ORTHO	50	25	50	24	64	32	Fine Grain; Portrait, Landscape, Copying	2	1.5	3	2	6	3			4	3	6	4
COMMERCIAL ORTHO	ORTHO	25	12	24	12	32	16	Fine Grain; for Copy, Commercial, Gen'l	2	1	3	2	6	3			4	3	6	4
ANSCO COLOR DAYLIGHT	COLOR	10		8		12		See Roll Film												
ANSCO COLOR TUNGSTEN	COLOR		10		8		12	See Roll Film												
COMMERCIAL	BL. SENS.	25	6	24	6	32	8	Mod. Speed; Non-Color Sens.; Copying												
PROCESS	BL. SENS.		6	12	4		8	High Contrast; Line Copy, Etc.												
DASSONVILLE																				
SHEET FILM																				
DASSONVILLE PANCHROMATIC	PAN			50(h)	32(h)			Medium Speed; Portraiture, Pictorial Work	2		2									
DUFAY-CHROMEX																				
(DIST. General Photo Supply)																				
35 mm CART.; ROLL & SHEET FILM																				
DUFAY COLOR	COLOR	12(h)	10(h)§	10(h)	8(h)§	15(h)	12(h)§	Can be Processed by User; Also Available in 12 Double-Frame Exposures												
DU PONT																				
SHEET FILM									(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)		
DEFENDER ARROW PAN	PAN	100	64	100	64	125	80	High Speed; Press and Commercial	1.2	1.1	1.5	1.3	1.8	1.2	4.3	3	4	3		
DEFENDER X-F PAN	PAN	50	32	50	32	64	40	For General Use; Fully Color Sensitive	1.5	1.3	2	1.5	3	1.8	9	4.5	4	3		
DEFENDER PENTAGON	ORTHO	32	12	24	16	40	16	Highly Ortho; Portrait & Commercial	3	2.5	7	4	24	9			8	5		
DEFENDER ORTHO-7	ORTHO	64	32	100	64	80	40	High Speed; Portraiture, Press, Etc.	1.7	1.5	4	2	5	3			4.5	3		
DEFENDER X-F ORTHO	ORTHO	50	5	50	16	64	6	Extra Fast; Portraiture, Flash, News	1.7	1.5	4	2	5	3			4.5	3		
DEFENDER FINE GRAIN PAN	PAN	32	20	24	16	40	24	Medium Speed; Fine Grain; Wide Latitude	1.3	1.2	1.8	1.5	2.6	2.2	9.5	4.5	4.5	3		

DEFENDER PENTAGON	ORTHO	32	12	24	16	40	16	Highly Ortho; Portrait & Commercial	3	2.5	7	4	24	9			8	5					
DEFENDER ORTHO-7	ORTHO	64	32	100	64	80	40	High Speed; Portraiture, Press, Etc.	1.7	1.5	4	2	5	3			4.5	3					
DEFENDER X-F ORTHO	ORTHO	50	5	50	16	64	6	Extra Fast; Portraiture, Flash, News	1.7	1.5	4	2	5	3			4.5	3					
DEFENDER FINE GRAIN PAN	PAN	32	20	24	16	40	24	Medium Speed; Fine Grain; Wide Latitude	1.3	1.2	1.8	1.5	2.6	2.2	9.5	4.5	4.5	3					

EASTMAN																							
35 mm SPOOLS; BANTAM (828) ROLLS																							
(z)(a)KODAK SUPER-XX	PAN	100	64	100	64	125	80	Type B Pan; for Indoor-Outdoor; High Speed	1.5	1.5	1.5	1.5	3	2	8	4	4	3					
(z)(a)KODAK PLUS-X	PAN	50	32	50	32	64	40	Fine Grain; Gen'l Miniature Work; Type B	1.5	1.5	1.5	1.5	3	2	8	4	4	3					
(z)(a)KODAK PANATOMIC-X	PAN	25	16	24	16	32	20	Extreme Fine Grain; Moderate Speed	1.5	1.5	1.5	1.5			8	4	4	3					
KODAK DIRECT POSITIVE PAN	PAN	64	50	50	32	80	64	Fast; Low Graininess; for Reversal	1.5	1.5	1.5	2	3	2	8	4	4	3					
(z)KODACHROME REGULAR	COLOR	10	4§	8	3§	12	5§	Color Transparency; Screenless, Practically															
(z)KODACHROME TYPE A	COLOR	10§	16	8§	12	12§	20	Grainless; Processed by Mfgr.; for Projection															
(a)KODAK INFRARED	BL. & I. R.		8(b)					Use with Red Filter; Unusual Effects															
(y)(a)KODAK MICRO-FILE SAFETY	PAN		3(t)		2.5(t)		4(t)	Copy Books, Newspapers, Letters, Etc.		1.5				2		6							
ROLL FILM & FILM PACKS																							
KODAK SUPER-XX	PAN	100	80	100	64	125	100	High Speed; Type B; Poor Light & Indoors	1.5	1.5	1.5	1.5	3	2	8	4	4	3					
KODAK PLUS-X	PAN	50	32	50	32	64	40	Fine Grain; Wide Latitude; General Use	1.5	1.5	1.5	1.5	3	2	8	4	4	3					
(c)KODAK SUPER ORTHO PRESS	ORTHO	100	50	100	32	125	64	High Speed Ortho for Press; Commercial	2	1.5	2.5	2	5	3									
KODAK VERICHROME	ORTHO	50	25	50	32	64	32	High Speed Ortho; General Outdoor Use	2	1.5	2.5	2	5	3									
(d)KODACOLOR	COLOR	25		20		32		For Color Snapshots; for Color Prints															
(d)KODAK EKTACHROME DAYLIGHT	COLOR	8		8(h)		12		120 & 620 only; User can process transp.															
(d)KODAK INFRARED	BL. & I. R.		8(b)					Use with Red Filter; Unusual Effects, Etc.															
SHEET FILM																							
KODAK SUPER PANCHRO-PRESS SPORTS TYPE	PAN	250	200	200	160	300	250	Extreme Speed; Fast Action with Poor Light	1.5	1.5	2	1.5	3	2	8	4							
KODAK TRI-X PANCHROMATIC	PAN	200	160	200	125	250	200	Extreme Speed; Type G; Mod. Contrast, Grain	1.5	1.5	2	1.5	2.5	2	6	3	4	3	6	4			
KODAK SUPER PANCHRO-PRESS TYPE B	PAN	125	100	100	64	150	125	Very Fast; for Press, Commercial, Flash	1.5	1.5	2	1.5	3	2	8	4							
KODAK SUPER-XX	PAN	100	64	100	64	125	80	High Speed; Type B, General Use; Color Sep.	1.5	1.5	2	1.5	3	2	8	4							
KODAK PORTRAIT PAN	PAN	50	32	50	32	64	40	Type B; Moderate Speed; Portrait & General	1.5	1.5	2	1.5	3	2	8	4							
KODAK PANATOMIC-X	PAN	32	20	24	16	40	24	Type B; Extreme Fine Grain, General Use	1.5	1.5	2	1.5	3	2	8	4	3	2					
KODAK ORTHO-X	ORTHO	125	64	100	64	150	80	Fast Ortho; Portrait; Commercial; Etc.	2	1.5	2.5	2	5	3									
KODAK SUPER ORTHO PRESS	ORTHO	100	50	100	32	125	64	Fast Ortho for Press; Commercial; Flash	2	1.5	2.5	2	5	3									
KODAK SUPER SPEED ORTHO PORTRAIT	ORTHO	50	25	50	16	64	32	Moderate Speed; Long Scale of Gradation	2	1.5	2.5	2	5	3									
KODAK COMMERCIAL ORTHO	ORTHO	32	10	24	8	40	12	Med. Speed; Fine Grain; Commercial; Copy	2	1.5	2.5	2	5	3									
KODAK EKTACHROME DAYLIGHT	COLOR	8		8(h)		12		Positive Color Transparencies; Can be Proc-															
KODAK EKTACHROME TYPE B	COLOR	6(p)	10	5(h)(p)	8(h)	8(p)	12	essed by User with Processing Kit															
KODACHROME PROFESS. DAYLIGHT	COLOR	8		10		10		Positive Color Transparencies; Processed by															
KODACHROME PROFESSIONAL TYPE B	COLOR	6(p)	10	4(p)	6	8(p)	12	Mfgr.; Screenless															
KODAK INFRARED	BL. & I. R.							See Roll; Haze Penetration, Scientific															
KODAK COMMERCIAL	BL. SENS.	25	6	24	6	32	8	Medium Speed; Fine Grain; Copy; Comm'l	4	3	12	10											
KODAK COMMERCIAL MATTE	BL. SENS.	25	6	24	4	32	8	As above, with Matte Emulsion and Back	4	3	12	10											
KODAK CONTRAST PROCESS ORTHO	ORTHO	20	12		8	24	16	High Contrast; Copying Line, Printed Matter		1.5		2		4									
KODAK CONTRAST PROCESS PAN	PAN	20	16		10	24	20	High Contrast; Copying Colored Originals				1.5		2.5		5							
GEVAERT																							
35 mm SPOOLS																							
PANCHROMOSA 35	PAN	80	64			100	80	For General Amateur Use; Wide Latitude	1.5	1.5	1.5	1.5			12	6							
PAN MICRO 35	PAN	24	12			32	16	Fine Grain; for Extreme Enlargements	1.5	1.5	1.5	1.5			12	6							
ROLL FILM																							
PANCHROMOSA	PAN	80	64	64(h)	40(h)	100	80	General Use; Good Rendition Flesh Tones	1.5	1.5	1.5	1.5			6	4							
SUPERCHROME	ORTHO	50	25	24	12	64	32	For General Amateur Use and Outdoors	3	2	3.5	2.5											
SHEET FILM																							
PAN PORTRAIT	PAN	64	40			80	48	Medium Speed; Good for Portraiture	1.5	1.5	1.5	1.5			6	4							
ORTHO PORTRAIT	ORTHO	50	25			64	32	Ortho Film; for Portraiture; General Use	3	2	3.5	2.5											
PANCHROMOSA A.H.	PAN	100	80			125	100	Fast Pan, for General Use	1.5	1.5	1.5	1.5			6	4							
KIN-O-LUX																							
35 mm SPOOLS																							
(z)SUPERIOR No. 2	PAN	100	64	50	32	125	80	Medium Grain; Wide Latitude; General Use	1.6		2		2.5		5								
(z)SUPERIOR No. 3	PAN	50	32			64	40	Fine Grain; Good for Low Key Lighting	1.6		2		2.5		3.2								
KRYPTAR																							
35 mm SPOOLS & ROLL FILM																							
KRYPTAR	PAN	50	32			64	32	Medium Speed; for General Use	1.5	1.5	2	1.5	3	2			4		5				
WEIMET																							
35 mm CARTRIDGES																							
GREEN SEAL PANCHROMATIC	PAN	64(h)	40(h)	50(h)	32(h)	75(h)	48(h)	Fine Grain; Medium Contrast; General Use	1.5		2		3		8		3		5				
ROLL FILM																							
GREEN SEAL PANCHROMATIC	PAN	64(h)	40(h)	50(h)	32(h)	75(h)	48(h)	Same as above	1.5		2		3		8		3		5				
WEIMET COLOR	COLOR	40(h)		32(h)		48(h)		Processed by Mfgr.; Correction Filter Suppl.															

NOTES: ASA exposure indices are determined in accordance with a standard procedure set up by the American Standards Association, and are used in calibrating most exposure meters now being made. Where official Weston and G-E ratings are given they are the latest available supplied by Weston Electrical Instrument Corp. and General Electric, respectively.

**Group numbers, representing the mean value of a group of 3 consecutive emulsion speeds.

§With filter recommended by manufacturer.

(a) Also obtainable in bulk.

(b) With Wratten A (No. 25) filter.

(c) Obtainable in packs only.

(d) Obtainable in rolls only.

(g) Exact filter factors for sheet films determined for each batch and enclosed with film.

(h) Figures furnished by manufacturer.

(m) For "B" filter. (n) For C5 filter.

(p) With Wratten 85B filter.

(t) Read meter on white surface placed over copy work.

(x) Without filter.

(y) 35 mm only.

(z) Also available in 20-exposure cartridges.

AMATEUR MOVIE FILM CHART

Film Width in mm	FILM NAME	TYPE Blue Sens., Orthochromatic, Panchromatic, Full Color	A.S.A. EXPOSURE INDEX Day	A.S.A. EXPOSURE INDEX Tung.	WESTON SPEEDS** (Weston's Figures) Day	WESTON SPEEDS** (Weston's Figures) Tung.	GENERAL ELECTRIC SPEEDS** (G-E's Figures) Day	GENERAL ELECTRIC SPEEDS** (G-E's Figures) Tung.	LENGTHS in FEET AND PACKING D.L. = Daylight Loading; Mag. = Magazines; B = Bulk	SPECIAL CHARACTERISTICS, FEATURES, AND USES	Processing	POPULAR FILTER FACTORS (Daylight Only)		
	ANSCO											K-2	G	A
16	Triple S Pan Reversible (s)	Pan	100	80	100	64	125	100	50, 100, 200, 400 ft. D.L. Rolls	Fast; Wide Latitude; Normal Grain & Contrast	Free	1.5	2	4
16	Hypan Reversible (s)	Pan	40	32	32	24	48	40	50, 100, 200, 400 ft. D.L. Rolls	Fine Grain; for General Use; Good Latitude	Free	1.5	2	4
16	Supreme Negative (s)	Pan	50	32	32	24	64	40	100, 200 ft. D.L. Rolls	For Negative Film; Fine Grain; Wide Latitude	Extra	2	3	11
16	Ansco Color Daylight Type (s)	Color	10		8		12		50, 100, 200 ft. D.L. Rolls	Full Natural Color Film; Screenless; Will be	Free			
16	Ansco Color Tungsten Type (s)	Color		12		12		16	50, 100, 200 ft. D.L. Rolls	processed by the Manufacturer	Free			
Dbl. 8	Triple S Pan Reversible	Pan	100	80	100	64	125	100	25 ft. D.L. Rolls	Very Fast; Wide Latitude; Normal Grain	Free	1.5	2	4
Dbl. 8	Hypan Reversible	Pan	40	32	32	24	48	40	25 ft. D.L. Rolls	Fine Grain; Good Latitude; for General Use	Free	1.5	2	4
	DASSONVILLE											K-1	K-2	K-3
16	Dassonville Type 40 (Rev.)	Pan	50		40				25, 100 ft. D.L.	High Speed; Medium Grain; Good Latitude	Free	1.5	2	3
16	Dassonville Type 80 (Rev.)	Pan	100		80				25, 100 ft. D.L.	Extreme Speed for Adverse Lighting	Free	1.5	2	3
Dbl. 8	Dassonville Type 40 (Rev.)	Pan	50		40				25, 100 ft. D.L.	High Speed; Medium Grain; Good Latitude	Free	1.5	2	3
Dbl. 8	Dassonville Type 80 (Rev.)	Pan	100		80				25, 100 ft. D.L.	Extreme Speed for Adverse Lighting	Free	1.5	2	3
	DU PONT				(h)	(h)	(h)	(h)						
16	301 Pan (Neg.)	Pan	50	32	50	32	80	50	100 ft. D.L.; 400, 800, 1000, 1200 ft. Bulk	Fine Grain; Wide Latitude; Good Rendition of Flesh Tones	Extra			
16	314 Pan (Neg. or Rev.)	Pan	32	20	32	20	50	32	Same as above	Fine Grain; Wide Latitude; Medium Speed	Extra			
16	324 Pan. (Rev.)	Pan	40	25	32	20	50	32	Same as above	Designed for Television; Medium Speed	Extra			
	DU FAY-CHROMEX (Gen'l Photo Supply, DIST.)				(h)	(h)	(h)	(h)						
16	Dufay Color	Color	12	10	10	8	15	12	50, 100 ft. D.L. Rolls	Can be Processed by User				
	EASTMAN											K-2	CK-3	A
16	Ciné-Kodak Super-XX Panchromatic (Rev.)	Pan	100	80	100	80	125	100	50, 100, 200 D.L. Rolls; 50 ft. Mag., for others see (e)	High Speed Type B Pan; Indoor, Slow Motion	Free	2	2	8
16	Ciné-Kodak Super-X Panchromatic (Rev.)	Pan	40	32	32	24	48	40	50, 100, 200 ft. D.L. Rolls; 50 ft. Mag., for others see (e)	Fine Grain; Good Contrast; Type B Pan	Free	2	2	8
16	Ciné-Kodak Kodachrome, Daylight Type	Color	10	4(a)	8	3(a)	12	5(a)	50, 100, 200 ft. D.L. Rolls; 50 ft. Mag., for others see (e)	Full Natural Color Film; Subtractive Dyed Image Type; Screenless, Practically Grainless; Tungsten Type Balanced For Photoflood Illumination	Free			
16	Ciné-Kodak Kodachrome, Type A (Photoflood)	Color	10(a)	16	8(a)	12	12(a)	20	50, 100, 200 ft. D.L. Rolls; 50 ft. Mag., for others see (e)		Free			
Dbl. 8	Ciné-Kodak Super-X Panchromatic (Rev.)	Pan	40	32	32	24	48	40	25 ft. D.L. Roll. 25 ft. Mag.	Fine Grain; Good Contrast; Type B Pan	Free	2	2	8
Dbl. 8	Ciné-Kodak Eight Panchromatic (Rev.)	Pan	10	8	8	6	12	10	25 ft. D.L. Rolls only	Outdoor Use Under Average Conditions	Free	2	2	4
Dbl. 8	Ciné-Kodak Kodachrome Daylight Type	Color	10	4(a)	8	3(a)	12	5(a)	25 ft. D.L. Rolls; 25 ft. Mag.	Full Natural Color Film; Subtractive Dyed Image Type; Screenless, Practically Grainless; Tungsten Type Color Balanced For Photoflood Illumination	Free			
Dbl. 8	Ciné-Kodak Kodachrome Type A (Photoflood)	Color	10(a)	16	8(a)	12	12(a)	20	25 ft. D.L. Rolls; 25 ft. Mag.		Free			
	GEVAERT				(h)	(h)						K-1	K-2	K-3
16	Ultra Pan Reversal	Pan	80	64	80	64	100	80	100 ft. D.L. Rolls	Full Color Sensitivity; Indoors, Outdoors	Free	1.5	2	2
16	Super Pan Reversal	Pan	25	16	24	16	32	20	100 ft. D.L. Rolls	Full Color Sensitivity; General Use	Free	2	2.5	3
16	Micro Pan Reversal	Pan	10	6	10	6	12	8	100 ft. D.L. Rolls	Fine Grain; For Quality Projection	Free	2	2.5	3
Dbl. 8	Super Pan Reversal	Pan	80	64	80	64	100	80	25 ft. D.L. Rolls	Full Color Sensitivity; General Use	Free	2	2.5	3
Dbl. 8	Micro Pan Reversal	Pan	10	6	10	6	12	8	25 ft. D.L. Rolls	Fine Grain; For Quality Projection	Free	2	2.5	3
	KIN-O-LUX				(h)	(h)	(h)	(h)				K-2	G	A
16	No. 1 Reversal	Bl. Sens.	16	(n)	12	(n)	18	(n)	50, 100 ft. D.L. Rolls	Recommended for Outdoor Use Only				
16	No. 3 Reversal	Pan	64	50	50	40	75	64	50, 100 ft. D.L. Rolls	High Speed Pan; For General Use		2	2.5	5
16	Gold Seal Reversal	Pan	(n)	125	(n)	100	(n)	150	50, 100 ft. D.L. Rolls	Use Under Poor Light or Tungsten				
Dbl. 8	No. 2 Reversal	Bl. Sens.	16	(n)	12	(n)	18	(n)	25 ft. D.L. Rolls	Recommended for Outdoor Use Only				
Dbl. 8	No. 3 Reversal	Pan	64	50	50	40	75	64	25 ft. D.L. Rolls	High Speed Pan; For General Use		2	2.5	5
Dbl. 8	Gold Seal Reversal	Pan	(n)	125	(n)	100	(n)	150	25 ft. D.L. Rolls	Use Under Poor Light or Tungsten				
	KRYPTAR													
Dbl. 8	Kryptar Panchromatic	Pan	50	32					25 ft. D.L. Rolls	Type B Pan; General Use; a title, selected by the user from a list of 25, is returned as a part of the film at no extra cost.	Free	2	3	6

Dbl. 8	Kryptar Panchromatic	Pan	50	32					25 ft. D.L. Rolls	the user from a list of 25, is returned as a part of the film at no extra cost.	Free	2	3	6
	SOLAR													
					(h)	(h)	(h)	(h)						
16	Solar Type 12 (Rev.)	Ortho	16		12		16		50, 100 ft. D.L. Rolls	Fine Grain; Wide Latitude; Outdoor Use	Free			
16	Solar Type 24 (Rev.)	Pan	32	20	24	16	32	24	50, 100 ft. D.L. Rolls	General Outdoor and Indoor Use	Free			
16	Solar Type 100 (Rev.)	Pan	125	80	100	64	150	100	50, 100 ft. D.L. Rolls	Super-Speed Pan for Indoor Use	Free			
Dbl. 8	Solar Type 12 (Rev.)	Ortho	16		12		16		30 ft. D.L. Rolls	Fine Grain; Wide Latitude; Outdoor Use	Free			
Dbl. 8	Solar Type 24 (Rev.)	Pan	32	20	24	16	32	24	30 ft. D.L. Rolls	General Outdoor and Indoor Use	Free			
Dbl. 8	Solar Type 100 (Rev.)	Pan	125	80	100	64	150	100	30 ft. D.L. Rolls	Super-Speed Pan for Indoor Use	Free			
	SUPERIOR BULK FILM													
					(h)	(h)						K-2	G	A
16	Superpanex No. 24 (Rev.) (s)	Pan	32		24	16			50, 100 ft. D.L. Rolls; 50 ft. Mag., 100, 400 ft. B	Gen'l Use Outdoors, Indoors; Fine Grain	Free*	2	3	3
16	Superpanex No. 64 (Rev.) (s)	Pan	80		64	40			Same As Above	Extreme Speed; Good Contrast; Wide Lat.	Free*	2	3	3
16	Superior Regular (Rev.) (s)	Ortho	10		8				50, 100 ft. D.L., 100, 400 ft. B	Fine Grain; High Contrast	Free*			
16	Superior Plus (Rev.) (s)	Ortho	16		12	3	16		Same As Above, also 50 ft. Mag.	Fine Grain; Good Contrast	Free*			
Sgl. & Dbl. 8	Superpanex No. 24 (Rev.) (s)	Pan	32		24	16			25 ft. D.L. Rolls	Gen'l Use Outdoors, Indoors, Fine Grain	Free*	2	3	3
	Superpanex No. 64 (Rev.) (s)	Pan	80		64	40			25 ft. D.L. Rolls	Extreme Speed; Good Contrast; Wide Lat.	Free*	2	3	3
	Superior Regular (Rev.) (s)	Ortho	10						25 ft. D.L. Rolls	Fine Grain; High Contrast	Free*			
	Superior Plus (Rev.) (s)	Ortho	16		12	3	16		25 ft. D.L. Rolls	Fine Grain; Good Contrast	Free*			
	WEIMET													
					(h)	(h)	(h)	(h)						
16	Weimet Green Seal (Rev.)	Pan	40	32	32	24	48	36	100 ft. D.L. Rolls	Fine Grain; Brilliant Contrast; Good Lat.		2	3	8
Dbl. 8	Weimet Green Seal (Rev.)	Pan	40	32	32	24	48	36	25 ft. D.L. Rolls	Same As Above		2	3	8

NOTES:

ASA exposure indices are determined according to a standardized procedure set up by the American Standards Association. Where official Weston ratings are given they are the latest supplied by Weston Electrical Instrument Corp. except where otherwise noted.

* Free processing on D.L. and Magazines only.
* * Group numbers, representing the mean value of a group of 3 consecutive emulsion speeds.
(a) With filter recommended by the manufacturer.
(e) 50 ft. Packettes for Simplex Pockette and Filmo 121.

(h) From figures furnished by the manufacturer or distributor.
(n) Not recommended for use with this illumination.
(s) Also available single perforated for sound.
(t) Read meter on white surface placed over copy work.

SOME NOTES ABOUT FILMS

There is no one, single film that will give the best possible results in every picture-taking situation. Modern emulsions of the general-purpose type have almost unbelievable latitude, but there are times when it is advantageous to know and use a film designed for a specific photographic task.

The film listings on the preceding pages describe the emulsions available today and give their recommended uses. The important characteristics to look for in any film are speed, grain size, exposure latitude, color sensitivity, and contrast. Often, when one quality is especially important in a given case, it is necessary to give up another quality to get it. This is particularly true when speed and grain size are considered—the fastest films give rather large grain when developed as recommended.

Films differ considerably in color sensitivity, but fall into two major classes—orthochromatic and panchromatic. The ortho films are fairly well color balanced, except for a lack of red sensitivity, and are the most popular of all for general-purpose use with simple cameras. Panchromatic films are sensitive to red, are better balanced, and are faster than most orthochromatic films that are available on the market today.

Within the panchromatic group are films of Type B, which have color sensitivity roughly parallel to the human eye, and Type C, which are similar except for a slight oversensitivity to red. These latter are the fastest films that are available today, and are especially recommended for use in taking pictures indoors under artificial light, which contains much red.

The best advice that can be given to any beginner is to start with one general-purpose film and stick with it, learning to use it before experimenting with anything else.—

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The film with the Plus Margin of Quality ever ready Day or Nite to give you better negatives. "Satisfaction guaranteed or a New Roll Free."

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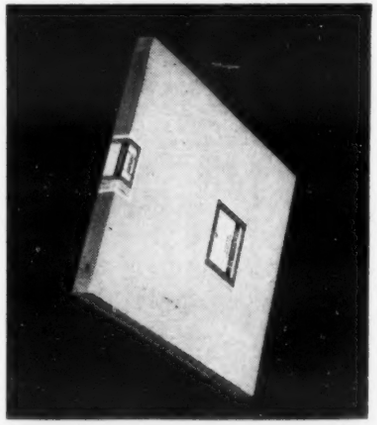

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Prints with sparkle and brilliance and deep, rich, warm, black tones. The only projection paper that yields vivid life-like depth and roundness combined to give the third dimensional, bas-relief appearance.

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Williamstown, Mass.

EXPOSURE METERS

AMERLINE LM-112

Extinction type for still and movie cameras; for daylight and tungsten light; measures reflected light; reads by conversion from f/1.4 to f/32, progressing by full stops; calibrated in Weston system from emulsion speed of 1.5 to 200; exposure times from 30 seconds to 1/1000 sec.. Price, $1.95.
MFR., Amerline, Inc.

DE JUR DUAL PROFESSIONAL

Photoelectric type for still and motion pictures; by daylight and artificial light; measures reflected and incident light; reads direct from f/1 to f/45; A.S.A. emulsion speed from .8 to 800; reads in 1/3 stops; exposure times from 120 seconds to 1/800 sec.. Price, $32.50; eveready leather case, $2.00.

DE JUR 6A

Photoelectric type for still and movie cameras, by daylight and artificial light; measures reflected light; reads direct by half stops from f/1 to f/44; A.S.A. emulsion speeds of .8 to 800; exposure times from 60 seconds to 1/1000 sec.; automatic scale shift; one hand operation. Price, $16.50; eveready case, $2.00.
MFR., DeJur Amsco Corporation.

ELECTROPHOT MODEL 14-A

Photoelectric type for still and movie cameras; for daylight and artificial light; calibrated in Weston system; reads direct or by conversion from f/1.4 to f/32 progressing in half

stops; calibrated from emulsion speeds of 3 to 400; exposure times from 2 minutes to 1/1000 sec. Price, $15.50; eveready case, $1.50.
MFR., Adair & Rhamstine.

GENERAL ELECTRIC MODEL DW-58

Photoelectric type for still and movie cameras, by daylight and artificial light; measures reflected and incident light; removable hood for incident light readings by conversion from f/1 to f/45 progressing by 1/3 stops; A.S.A. speeds from .8 to 800; exposure times from 120 seconds to 1/800 sec.; reads directly in foot candles. Price, $19.95 including tax; case available for $1.65.

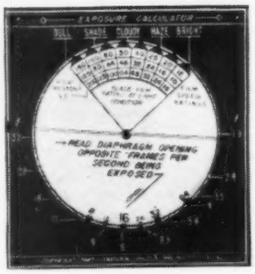
GENERAL ELECTRIC MODEL PR-1

Photoelectric type for still and movie cameras; by daylight and artificial light; measures reflected and incident light; reads direct by 1/3 stops from f/1 to f/128; A.S.A. calibrations from .2 to 1600; exposure times from 120 seconds to 1/3000 sec.; trident analyser; automatically shifts

range from High to Low; for movies and stills on one dial. Price, including tax, $32.50; case available for $2.25.
MFR., General Electric Co.

GROVER EXPOSURE CALCULATOR

Slide-rule type made of polished metal that attaches to either movie or still cameras; two separate models; one for still, and one for movie cameras; still type for daylight; calibrated in A.S.A., Weston, and G-E



ratings; reads from f/1.9 to f/32; exposure times from 1/5 sec. to 1/400 sec.; installs on any 2-inch square surface. Price, $1.25 including tax.
MFR., Grover Photo Products.

KODAGUIDES

Film and Filter Kodaguide. Pocket-sized, four-page chart listing exposure indexes of A.S.A., Weston, and G-E; color sensitivity of Kodak black-and-white roll films, film packs, miniature and sheet films; sheet film code notches; color transmission spectrograms of six filters; their exposure factors, and color rendering; for still and movie cameras, by daylight and artificial light. Price, 15 cents.

Movie Kodaguide. Pocket-sized, four-page chart and slide rule with two dials; for movies by daylight or artificial light; reads direct for Cine-Kodak films, black-and-white and color. Price, 25 cents.

Contrast Viewing Kodaguide. Pocket-guide chart with four gelatin viewing filters; for still and movie cameras, by daylight and artificial light; helps select the Kodak Wratten Filter that will produce the desired color contrast. Gives filter factors. Price, 25 cents.

Home Lighting Kodaguide. Pocket-sized "slide-rule" type card with dial; for still and movie cameras by artificial light; for exposure of Kodak Super-XX film based on total wattage of home service lamps and average distance of lamps from subject. Price, 15 cents.

Outdoor Filter Kodaguide. Pocket-size chart with dial for still pictures; indicates the proper filter to use for a number of outdoor subjects, and calculates exposure corrected by filter factor. Price, 15 cents.

Snapshot Kodaguide. Pocket-sized four-page card with two dials; for still pictures by daylight and artificial light; reads direct for Kodak

Verichrome, Plus-X, Super-XX, Panatomic-X, Kodachrome Daylight and Type A, and Kodacolor. Price, 25 cents.

Effective Aperture Kodaguide. Pocket-size card with dial; for still pictures and movies, by daylight, artificial light, and flash exposures; modify exposures of subjects closer than eight times the focal length of the camera lens. Applies to lenses from 1 to 30 inches in focal length. Price, 15 cents.

Flash Kodaguide. Pocket-sized four page card with dial; for still pictures by flash exposures; uses guide numbers; lists guide numbers for all Kodak films, and reads directly for popular film and flashbulb combinations. Price, 25 cents.
MFR., Eastman Kodak Co.

LEUDI 3

Extinction type for still and movie camera; for daylight and artificial light; measures reflected and incident light; reads direct by full-stops

from f/1 to f/32; A.S.A. calibrations from 8 to 500; exposure times from 10 minutes to 1/1000 sec. Price, including case, $2.15.
DIST., Mimosa American Corp.

MARTIN COMPUTER

Circular slide-rule type; for still and motion picture work by daylight; all scales self-explanatory; two scales on each of four white Vinylife dials turning on one pivot; all normal shutter speeds, lens openings, ASA film speeds; brightness of subject, shade, incident, or reflected light; condition of sun for any time of day by months according to geographic latitude; for color and black-and-white film. Price, $1.50.
MFR., Paul S. Martin.

MORGAN FLASHGUIDE

Pocket-sized chart for determination of flash speeds on given flashbulbs and shutters; shutter speed is placed opposite the type of reflector being used; distance of flashbulb to the subject determines the diaphragm opening. Price, 25 cents.
MFR., Morgan Camera Shop.

NORWOOD DIRECTOR

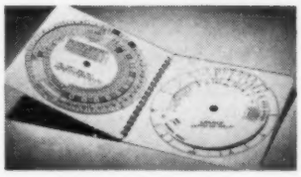
Photoelectric type for still and movie cameras; for daylight, artificial light, and flash exposures; measures incident light, and reflected light with accessory Photogrid; photoelectric cell mounted in swivel head; calibrated in A.S.A.; reads by conversion on calculator dial; from f/1.4 to f/45 progressing by 1/3 stops; calibrated from emulsion speed of .1 to 1000; exposure times from 120 seconds to 1/1200 sec.; leatherette-covered steel case included. Price,

$29.95. Accessories include Photodisk for copying and balancing lights in studio; Photogrid for emergency exposure determination and brightness range control.
MFR., American Bolex Co., Inc.

PATROL

Photoelectric type for still and movie cameras; for daylight and artificial light; measures reflected light; construction, plastics and chrome; calibrated with A. S. A. emulsion speeds from 3 to 200; reads by conversion from f/1.4 to f/45 by 1/3 stops; exposure times from 8 sec. to 1/800 sec. superimposed computor dial; midget design, curved to fit wrist. Prices on request.
MFR., Warren-New York, Inc.

PHOTO COMPUTER



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movie pictures. The computer covers filter factors, film emulsion speeds, shutter openings, motor speeds and lens diaphragm openings; these are all variables dependent on one another. It is also provided with a lens calculator by which the depth of field for most standard lenses at various stops and focal distances may be found.
MFR., Bardwell & McAlister, Inc.

PHOTOVOLT EXPOSURE PHOTOMETER MODEL 200-A

Photoelectric type for still pictures by daylight and artificial light; measures reflected and incident light; meter contained in wooden housing; photocell connected by flexible cable; reads by conversion from f/1 to f/45 by 1/3 stops; calibrated by A.S.A. and Weston systems; four measuring ranges. Price, with case, $67.50, including tax. Extension pieces available for 60 degree and 20 degree light acceptance angle.
MFR., Photovolt Corp.

SALFORD S.E.I.

Photoelectric and extinction type for still pictures, by daylight and artificial light; measures reflected light; cylindrical construction with eyepiece; all metal; uses one flashlight cell and photocell; calibrated in A.S.A. exposure index; reads direct; exposure times from 2 hours, 47 minutes to 1/500,000 sec.; can be used

as a densitometer; has a relative density scale for the direct measurement of transmission and reflection densities. Price upon request.
DIST., Photo Equipment Corp. of America.

SAYMON-BROWN

Extinction type meter for still pictures or movies; by daylight or artificial light; tubular construction; calibrated in Weston system; reads direct; with apertures from f/1.5 to f/16 by full stops; shutter speeds from 1 second to 1/1000 sec.; fits camera shoe which is available as accessory for 25 cents. Price, including leather case, $2.05.
DIST., Burleigh Brooks Co.

SKAN SM-1

Photoelectric type for still and movie cameras, by daylight and artificial light; measures reflected light; patented method of calibration from

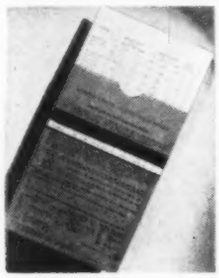
f/1.4 to f/32 progress by half stops; A.S.A. emulsion speeds of .4 to 800; exposure times from 30 seconds to 1/1000 sec. Price, including case, $12.95.

SKAN SM-2

Photoelectric type for still and movie cameras, by daylight and artificial light; measures reflected light; inside pivot construction; twin scale; accessible zero adjustment; A.S.A. emulsion speeds from .3 to 800; reads from f/1 to f/45 progressing by 1/3 stops; exposure times from 120 seconds to 1/1200 sec.; has cam-

era-type viewfinder; 3-element computer. Price, including case, approximately $19.75.
MFR., G-M Laboratories, Inc.

SUPERB COLOR CORRECTION SCALE



Pocket-sized chart made of plastics; has two scaled tables, for color correction filters, and for color flash exposure; determines aperture opening with any flashbulb, film, at various shutter speeds and distances; determines correct filter with different color films and with all light sources; a comparison of different manufactured filter and color films. Price, $1.25.
DIST., Willoughby's.

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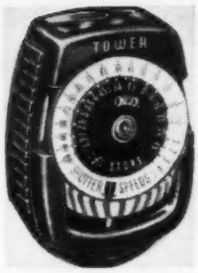

Photoelectric type for still and movie pictures, by daylight and artificial light; measures reflected light; reads direct by half stops from f/1.9 to f/45; A.S.A. calibration from 2 to 200; exposure times from 4 seconds to 1/1000 sec. Price, $14.95; case available for $1.40.
DIST., Sears, Roebuck and Co.

WESTON MASTER II UNIVERSAL 735

Photoelectric type for still and movie work, by daylight and artificial light; measures reflected light; double range for low and high light intensities; reads direct in 1/3 stops from f/1.5 to f/32; calibrated in Weston system from .3 to 800; exposure times from 100 seconds to 1/1200 sec.; very sensitive to low light and has a narrow acceptance angle for outdoor work; calculator has color control and black-and-white control features. Price, $29.67; eveready case, $2.00. The Weston Invercone Adapter for measuring incident light is available as an accessory for all Weston Master Universal models, $3.

WESTON MASTER II CINE 736

Photoelectric type for movie work, by daylight and artificial light; measures reflected light; double range for low and high light intensities; reads direct in half stops from f/1 to f/22; calibrated in Weston system from .1 to 800; exposure

times from 6 frames per sec. to 96 frames per sec. Price, $29.67; eveready case, $2.00.
MFR. Weston Electric Instr. Corp.

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LIGHT FILTERS

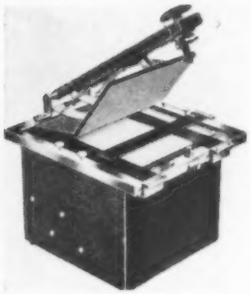
Manufacturer or Distributor and Name	Lens Dia., or Size	Type of Mount	Description and Colors	Prices Mtd.	Prices Unmtd.
ACRA INSTRUMENTS					
Acra-coted	19-51mm	.....	Round and special shapes; dyed film between glass; coated optical glass; mounted in metal rings; Colors: K-2, yellow; G, orange; 23-A and 25-A, red; X-2, green; 2A haze. Conversion filters: Type A85, Photoflood No. 80, and Ansco Nos. 10, 11, and 12. Compensating filters: CC13, 14, and 15. Ultra violet filters: CC95 (Ektachrome); UV15, UV16, and UV17 (Ansco Color).	$ 1.95-3.45	
ANSCO					
Ansco Color Film Filters	19-51mm	.....	Round; gelatin between glass; mounted; Conversion No. 10 for exposing daylight-type Ansco Color film under 3200°K; Conversion No. 11 for exposing tungsten-type Ansco Color film under daylight. Ultra violet absorbing UV16 and UV17.	2.10-3.10	
Glass Mounted Filters	20.3-23.3mm	Slip-on	Round; gelatin between glass; Colors: Yellow, light, medium, dark; green, and red.	1.85-2.35	
Color Film Filter Foils	2x2"-4x4"	.....	Square; for use over camera lens when exposing Ansco Color film. Color Compensating filters: Yellow, Nos. 23, 24, 25; Magenta Nos. 33, 34, 35, 36; Cyan Nos. 43, 44, 45; Conversion filters No. 10 and 11 used as detailed above, and No. 12 for exposing tungsten-type Ansco Color film under electronic flash; Ultra violet absorbing filters UV15, UV16, UV17. Sets containing 11 filters available.		$ .60-2.62
AREL, INC.					
Kent Filter Kits	19-35mm	Screw-in	Round; optical glass; lens shade combination; for various Eastman, Bell & Howell, Revere, and Keystone movie cameras; Argus and Mercury still cameras. Colors: yellow, green, red, haze. Type A, Chrome Flash, and blue. Kit has 6 filters, and lens shade.	5.95-9.95	
ARGUS, INC.					
Argus Optical Glass Filters	30-41mm	Slip-on	Round; optical glass; lens shade combination; available in special purpose rings. Colors: Yellow, lt., dk.; orange; green; red; Kodachrome Haze, and Type A.	2.25-2.85	
BACO ACCESSORIES, CO.					
Baco Optical Filters	25-39mm	.....	Round; dyed optical glass; each filter packaged in lined leather pouch; all colors.		2.75-3.25
BELL & HOWELL CO.					
B & H	12.5-37.5mm	Screw-in	Round; optical glass; for B&H lenses: 12½mm Anate, 12½mm Mytal, ½" f:2.5 Comat, ½" f:1.9 Super Comat, 17mm f:2.5 Ansix, 1" f:2.5 Ansix, 1" f:1.9 Dutal, 1" f:1.9 Lumax, 1" f:1.9 Super Conat, 1" f:1.9 Kinic, and 1½" f:3.5 Telate. Colors: yellow, Kodachrome Type A, Kodachrome Haze.	5.50-6.15	
C. A. BIRCH-FIELD LAB.					
Varisco A Variable Contrast	⅝-1 inch	.....	Round; gelatin on acetate film; for contrast control of Varigam paper; placed between the lens in enlarger. Colors: yellow, red, purple. Proportions of colors varied by adjustment of lens diaphragm.		3.00
BURLEIGH BROOKS CO.					
Optochrom	19-58mm	Slip-on	Round; dyed optical glass. Colors: Yellow, extra light, light, medium, dark; Yellow/Green, light, medium; ultra violet; blue, red; Reform (sky, expiration).	2.40-11.25	
Optochrom Filter Sets	25-42mm	.....	Filters in filter holder, slip-on, or special mounts. Set A (one each) Yellow, light, medium; ultra violet. Set B (one each) Yellow/Green, light, medium; blue. Set C (one each) Yellow, medium; Yellow/Green, light, red. Prices on request.		
CHESS-UNITED CO., INC.					
Chess-United	All still & movie	See Col. 4	Round; optical glass; chrome finish mount; available for slip-on, screw-in, and special mounts; lens shade combination. Colors: Yellow, light, medium, dark; yellow-orange, Red, light, medium, dark; dark infra red; Chrome-Haze; ChromA; ChromeBlue; ChromeFlash; Green, light, medium; Neutral, light, medium.	1.95-3.95	1.35-5.00
Chess-United Educational Filter Kits	See Col. 4	See Col. 4	Contains lens shade, 3-compartment case, light yellow, and light green filters; −1 diopter portrait lens. For Beacon, Brownie Reflex, Rediflex, Fed-Flash, Duaflex, and Vigilant, Jr. cameras.	4.95	
EdnaLite	All still & movie	See Col. 4	Round; optical glass coated on both sides; series filters mounted in shock-proof rim; available for slip-on, screw-in, and special mounts; lens shade combination. Same colors available as the Chess-United filters.	2.75-5.25	1.85-7.50
EdnaLite Cine Filter Turret	movie cameras	See Col. 4	Combination 5-position filter turret and lens shade; round; coated optical glass. Colors: ChromA; ChromeBlue; ChromeHaze; Yellow, medium; Red, medium.	17.50	
Omag	All still & movie	See Col. 4	Round; optical glass; chrome finish mount; available for slip-on, screw-in, and special mounts; lens shade combination. Colors: Yellow, light, medium, dark; yellow-orange; Red, light, medium, dark; dark infra red; Chrome-Haze; ChromA; ChromeBlue; ChromeFlash; Green, light, medium; Neutral, light, medium.	1.95-3.98	1.35-5.00
CURTIS LABORATORIES, INC.					
Curtis Color Balance	19-52mm 2x2"-3x3"	.....	Round and square; gelatin between optical glass; for sensitometric correction to color film where needed; not designed for use as color compensating filters.		5.00-9.00
E. I. DU PONT DE NEMOURS					
Defender Varigam.	2x2 inches	Card	For contrast control of Varigam paper; square gelatin; 10 colors ranging from yellow through yellow-blue mixtures to blue. Set 5A (1, 3, 5, 7, 10); Set 5B (2, 4, 6, 8, 9) and Set 10C (all); sets include special fibre Universal filter holder.	Single 3.03-5.23	
EAGLE PHOTO SUPPLY					
Eagle Ray	1⅛-4½ inch	Slip-on	Round; medium rapid filter; requires 3 times normal exposure; corrected to admit all the bright visual colors and the more chemically active colors.	1.65-8.55	
Royal Ray	1 5/16-4½ inch	Slip-on	As above; requires 8 times increase of exposure.	1.65-8.55	
Royal Foreground Ray Style A	⅞-4½ inch	Slip-on	Round; graduated from strong Orange-Yellow to transparent; for use as Sky filter and also in photographing objects more strongly lit on one side than on the other.	2.00-8.00	
Style B	1 5/16-3 inch	Slip-on	As above; mounted in sliding oblong frame so as to bring any desired depth of color in front of the lens.	1.50-3.75	
EASTMAN KODAK CO.					
Wratten Light Filters	¾-5 inch	.....	Available in plain gelatin, gelatin cemented in A glass or in B glass, round or square, mounted or unmounted, in over 100 types, including: Yellow, K1 (light), K2 (medium); Orange, G; Red, A; Yellow-green (light) X1; Yellow-green, X2; Green, B; Projection Blue C5; Red, F; neutral density; separation, for one-shot or separation negatives.		
Color Compensating	.....	.....	Squares, 2x2, and 3x3; gelatin, plain and glass cemented; designed to raise or lower effective color temperature of light.		
ENTECO INDUSTRIES					
Enteco Light Filters	19-50mm	.....	Round; metal mounted in Series V, VI, and VII; also 21.5mm for movie camera shades and mounts; lens shade combination; optical glass. Colors: yellow, medium; red; green, medium; orange; Color Haze; Color-A; Blue (photo-flood); Color-Flash; equivalents to Ansco filters Nos. 10, 11, UV15, UV16, and UV17.	1.35-5.25	
Enteco Filter Kits	.....	.....	Two kits available for black-and-white movie film; two kits for color photography; one deluxe kit for black-and-white, or color work.	2.45-8.50	
FALBROOK PHOTO SUPPLY					
Falco	15-108mm	.....	Round; optical glass; lens shade combination; for Revere, Argus, Mercury II, Kodak models 60, 90, 20, and 25, Wollensak lenses; Colors: all densities, yellow, red, green, orange, infra red, blue Type A, haze, chrome flash.	1.25-1.50	.75-12.50
Falco Filter Kits	.....	.....	For all movie cameras and 35mm miniatures; kit includes lens shade, wallet-type case containing yellow, green, red, haze, Type A, Kodachrome blue.	5.95	

LIGHT FILTERS—Continued

Manufacturer or Distributor and Name	Lens Dia., or Size	Type of Mount	Description and Colors	Prices Mtd.	Prices Unmtd.
GALLINGER BROS., INC. G. B. Filters	31.5-19mm	.....	Round and square; optical glass, round filters mounted in rings. Colors: Yellow, light, medium; red; green; orange; haze; blue. Available in leather-cased set of 4.	$ 1.25- 1.50	$ 0.80- 2.00
C. P. GOERZ AMERICAN OPTICAL Panortho	21-61mm	Slip-on	Round; optical glass; lens shade combination; mounted filters up to 42mm; unmounted up to 61mm; any color set acceptable for selection. Colors: pale yellow, U.V.; yellow, POI, POII; green, POI, POII; blue (compensating); red,(contrast); orange. Desired combination obtained by stacking the individual cells.	2.50- 3.75	1.50- 7.50
HARRISON & HARRISON Duraline for Argus & Movie	See Col. 4	Screw-in	Two pieces of optical glass laminated together with cementing plastics which carries the color. Available in all standard filters colors; also color-correcting colors. For Argus C2, C3, and movie lenses.	3.51	
Metal-Bound	19-52mm	.....	As above; mounted in metal band; available in all standard filter colors for black-and-white photography.	1.70- 4.65	
Color Correcting C & B	19-52mm	.....	Same type as above; available in numerous types for use in correction of various phases of sunlight for normal rendition on color film; also for correction daylight film for indoor use, and vice versa.		1.70- 4.65
Filter Sets	.....	.....	Available for color, black-and-white, or combination. Sets contain 3 to 6 filters.		5.10- 26.60
Light Corrector Sets	See Col. 4	....	Available in round, 19 to 52mm size, or 2x2", and 3x3" squares; includes meter.		59.-127.
HOLLYWOOD CAMERA EXCHANGE H.C.E. Laminated	22-100mm		Cemented gelatin; round or square; available in all standard filter colors.		1.00- 6.75
Graduated	32-75mm	.....	Same as above, but graduated between two colors to give different corrections for sky and foreground; wide range of combinations.		2.00- 6.00
Special Effect	22-75mm	.....	Special filters for producing fog and diffusion effects.		3.00- 6.00
H.C.E. Solid Glass Filters	32-50mm	...	Available in all standard filter colors.		1.80- 5.50
Combination Filters	32-50mm	.....	Different colors cemented together to give different corrections for sky and foreground.		3.95- 7.00
KIN-O-LUX, INC. Marks Polarator	19-42mm	Screw-in	Neutral polar screen to eliminate unwanted glare and reflection; lens shade combination.	5.95- 6.95	
	15mm	Slip-on	Same as above; for movie cameras; lens shade combination.	3.75	
E. LEITZ, INC. Leica	34mm	Slip-on	Round; optical glass; for 28mm, 35mm, and 50mm Hektor, Elmar, and Summar lenses; all 90mm, 127mm, and 137mm lenses. Colors: Yellow 1, 2; Green 1, 2; Orange-Red; Infra-Red 1, 2, 3; Kodachrome Haze; Kodachrome Type A; Kodachrome Photoflood; and Chrome Flash.	7.70- 8.68	
	50mm	Screw-in	Same as above.	7.28- 7.77	
	28-135mm	Slip-on	Round; optical glass; polarizing filters; black mount; filter rotates in collar which pivots on clamping ring.	31.92- 33.92	
MILLER OUTCALT Mil-O	19-50.5mm	...	Round; optical glass; metal bound. Colors: Yellow, medium; Red, light, medium; Green, light; Orange; Haze; Mil-O Nos. 10, 11 (Ansco) UV 15, UV16, UV17; Type A Conversion; Blue; 2A; CC13; CC95; CC15.	1.50- 3.25	
OPTEX CORP. Optex	27-55mm	.....	Optical glass; beveled. Colors: Yellow, light, medium, dark; Green, light, medium, Orange; Red, light, medium; U.V. Sets of above and sets for tricolor work available. Prices on request.	1.00- 3.50	
PIONEER SCIENTIFIC Polaroid	See Col. 4.	See Col. 4.	Round; acetate between glass; designed to fit most 8mm and 16mm movie cameras, and still miniature cameras; neutral and yellow polarizing; mounted in lens shade on which is indicated the axis of the filter and 180 scale marking; 22 different sizes.	4.00- 13.50	
PONDER & BEST PB Filters	19-50.5mm	.....	Round; optical glass; polished edges; lens shade combination; fits Series V, VI, VII, adapter rings. Colors: Yellow; Orange; Red; Green; Haze.		1.95- 4.15
PB Conversion Filters	19-50.5mm	.....	Round; gelatin between glass; lens shade combination; same size as above. C4 (Kodachrome Type A to Daylight); UV2 (Kodachrome Type B and Ansco Color Tungsten with flash; C5 (Tungsten to Daylight); B2 (for Flash); B4 (for Flood).		1.75- 2.95
PB Filter Kits	See Col. 4.	.....	Ten kits available for Argus A, C-2, C-3; Argoflex; Kodak Bantam; Kodak 35; Mercury II; Leica; Perfex; kit includes lens shade and filter holder; Yellow, medium; Red, medium; Haze; Type A conversion.	8.95	
PB Movie Kits	.....	.....	Ten kits available for various 8 and 16mm cameras; kit includes lens shade, filter holder, Haze and Type A conversion filters, and pouch.	4.95	
PB Colorfilm Kits	19-31.5mm	.....	Nine kits containing lens shade and filter holder (Series V, and 31.5 filters) Haze and Type A filters, filter pouch. For same cameras as the PB Filter Kit.	5.50	
MANSFIELD INDUSTRIES Raydex	17-150mm		Round; optical glass; lens shade combination; Colors: Yellow, light, medium, dark; Red; Green; Orange, light, medium, dark; Type A conversion; Haze; Kod. Blue; Chrome Flash. Available in kits for various miniature and movie cameras.	1.75- 2.75	.85- 2.25
GEORGE H. SCHEIBE Scheibe	See Col. 4.		Available in ½ and 2" circles, 2x2 and 3x3" squares; all standard colors; also graduated sky filters; combinations of two-color combinations for foreground and sky control; neutral density; fog filters; 12 degrees of soft focus filters.		1.50- 7.50
SEARS, ROEBUCK & CO. Tower	19-42mm	.....	Round; optical glass; lens shade combination. Colors: Yellow, medium; Orange; Red.	1.95	
TIFFEN MFG. CO. Cine and Mini Mounted Filters	See Col. 4.	See Col. 4.	Round; dye between optical glass; slip-on and screw-in mounts for all movie cameras, movie lenses, and miniature cameras. Colors: Yellow, medium; Red, light; Green, light; Orange; Type A; Blue Photoflood.	2.25- 2.75	
Photar	19-50.5mm	See Col. 4.	Round; dye between glass; slip-on and screw-in mounts; also set-screw; Colors: Yellow, light, medium; Orange; Green, light; Red, light, medium; Infra Red. Color correction filters; Haze; Haze UV; Type A; Blue Photoflood. Conversion filters: 10, 11; UV15, UV16, UV17; CC13, CC14, CC15, CC95. Filter kits available.	2.00- 3.50	
TIKERN CORP. Tikern Optical Glass Filters	19-51mm	.....	Round; optical glass. Colors: Yellow, light, medium; Green, light, medium; Orange; Red; Haze; Photoflood.		1.00- 3.00
			Filter kit containing Yellow, medium, Green, light, and Red.		2.90- 8.10
			Filter kit containing Yellow, medium, Green, light, Red; and Orange.		3.75- 10.50
Tikern Lumenate	19-50.5mm	.....	Round; plastics between glass. Colors: UV15, UV16, UV17; Conversion filters, Nos. 10, 11; Type A; Photoflood; Ultra-Violet Nos. 2A, CC-95, CC-15; all standard colors.	1.70- 3.50	
			Kodachrome Type Kit with Type A, Haze, and Photoflood filters.	6.95- 9.75	
			Ansco-Color Type Kit with UV16, Conversion filters Nos. 10, 11.	6.95- 9.75	
			Black & White Kits with either 3 or 4 filters; Yellow, medium; Green, light; Red; the fourth filter is Orange.	6.95- 12.50	
Tikern Movie Kits	See Col. 4.	.....	For most 8mm movie cameras. Kodachrome Type Kit has Type A, Photoflood, Haze.	5.50	
			Black & White Kit has Yellow, Green, Red, and Orange filters.	4.50	
WOLLENSAK OPTICAL CO. Wollensak Color Filters	See Col. 4.	Screw-in	Round; optical glass; to fit all 8 and 16mm Wollensak Cine lenses. Colors: Yellow, 2X, 4X; Red; Haze; Neutral Density; Type A daylight filter for Kodachrome.	2.50- 5.70	

CONTACT PRINTERS

ALBERT 4 x 5 PRINTER



Metal construction; takes negative sizes from 35 mm to 4x5"; with ruby bulb and one 40-watt white light on 110 recommended line voltage; groundglass diffusion; automatic switch line voltage; groundglass diffusion; automatic switch that controls white light; adjustable border masks; rubber-cushioned pressure plate; has door which can be opened to permit dodging; rubber feet. Price, with 6-foot cord and socket, $18 plus tax.

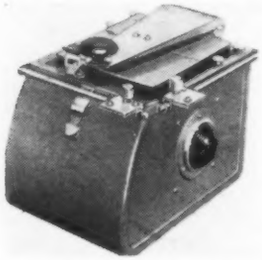
ALBERT 5 x 7 PRINTER

Same construction and features as the above model; takes film sizes up to 5x7"; uses two 60-watt white bulbs; has double-hinged rubber-cushioned pressure plate. Price, with ruby light, 6-foot cord and socket, $26.50 plus tax.

MFR., Albert Specialty Co.

ARKAY ZYPHER PRINTER

Metal construction; takes negative sizes up to 4x5"; film guides for 35

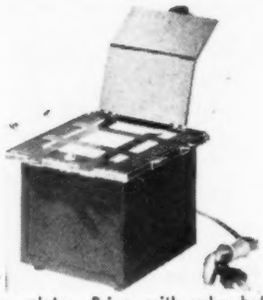


mm printing; lock mechanism for time exposure; molded safelight lens diffuses light over large working area; slope-design body to prevent tilting under pressure. Price, $12.95 with tax.

MFR., Arkay Laboratories, Inc.

ATLAS JR. MODEL C-111

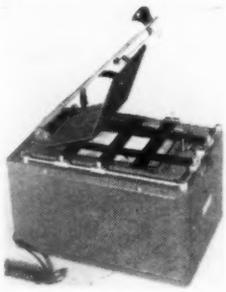
Metal construction; takes negative sizes from 35 mm to 4x5"; uses one 25-watt white light on 115 recommended line voltage; groundglass diffusion; adjustable border masks; double-hinged rubber-cushioned pres-



sure plate. Price, with ruby bulb, $8.75.

MFR., Atlas Products Co.

BRUMBERGER 5 x 7 PRINTER



Metal construction; takes negative sizes up to 5x7"; uses two 25-watt frosted white bulb on 110-120 recommended line voltage; flash opal glass diffusion; instantaneous pressure-plate-action switch; built-in adjustable border masks; double-hinged rubber-cushioned pressure plate. Price, with ruby bulb, $22 plus tax.

MFR., Brumberger Co., Inc.

CARLETON 4 x 5 PRINTER

Metal construction; takes negative sizes from 35 mm to 4x5"; uses one 25-watt frosted white bulb; a special ruby safelight used in place of switch; adjustable border masks; double-hinged rubber-cushioned pressure plate; ruby window automatically springs into place and cuts off the white light when metal platen is released. Price, including cord and socket, $6.50 plus tax.

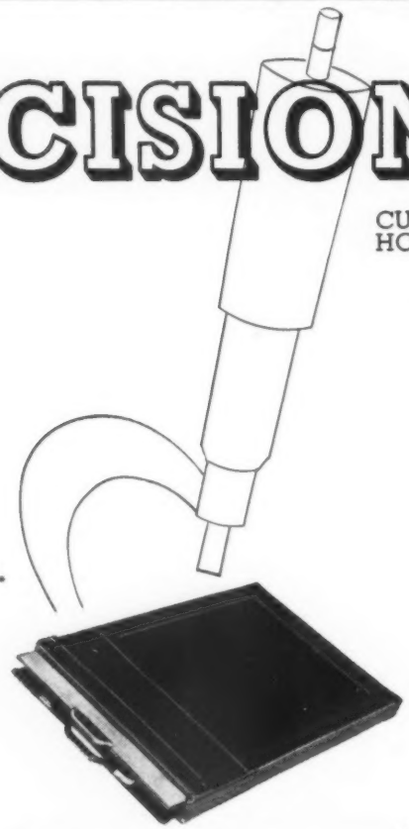
MFR., Albert Specialty Co.

COMPCO MODEL 131

Metal construction; takes negative sizes from 35 mm to 4x6"; uses one 15-watt inside-frosted white bulb; opal-type glass diffusion; adjustable

PRECISION

CUT FILM HOLDERS



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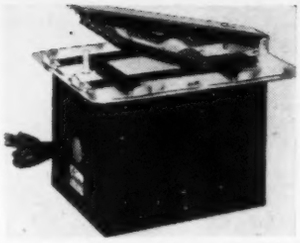
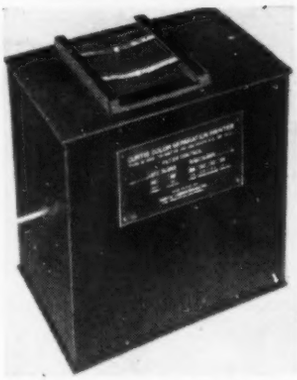


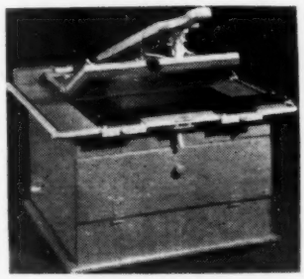
border masks; double-hinged rubber cushioned pressure plate; built-in safelight window; amber indicator window in front of printer tells when white light is on; wide phosphor bronze pressure spring. Price, $6.95.
MFR., Compco Corp.

CURTIS TYPE M COLOR PRINTER



Combination wood and metal construction; takes negative sizes from 35 mm to 4x5"; uses 1 white bulb; 75-watt G-E enlarging bulb recommended; groundglass diffusion; designed for making balanced color separation negatives from color film; Anti-Newton Mounting Plate; gray scale; instruction booklet; filters for Ektachrome, Kodachrome, Ansco Color film. Price, including white bulb, $35 including tax.
MFR., Curtis Laboratories, Inc.

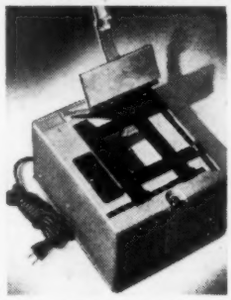
EASTMAN PRINTER NO. 8—MODEL 2



Wood construction; uses 4 white 25- or 40-watt bulbs; groundglass diffusion; positive action switch turns on the lights when the platen makes contact; adjustable border masks; double-hinged rubber-cushioned pressure plate; door in the front of the printer gives access to the lamps and to a diffusing groundglass on which vignettes may be placed. Price, with ruby bulb, $70.

KODAK ALL-METAL PRINTER—MODEL 3

Metal construction; takes negative sizes up to 4x5½"; uses 1 white bulb; 25 watts; double-hinged rubber-cushioned pressure plate; adjustable border masks; illuminated masking scales; 1/16 inch scale margin guides; paper locating guide; negative locking device; special



guides for 35 mm strip printing; ruby bulb included. Price, $30.
MFR., Eastman Kodak Co.

M35 PRINTER

Metal construction; takes negative sizes up to 5x7"; uses four 40-watt white bulbs; recommended line voltage 105 to 125; flash opal glass diffusion; built-in adjustable border masks; rubber-cushioned pressure plate; built-in timer with switch on platen hasp. Price, with ruby bulb, $59.50 plus tax.
MFR. Industrial Timer Corp.

MORSE M-20 CONTACT PRINTER

Metal construction; uses 39 Argon lamps and 4 white bulbs; 100 watts; 110 recommended line voltage; each lamp is individually controlled and group switches placed for dodging; pneumatic pressure plate; simplifies vignetting; fast printing with cool burning, highly actinic Argon glow lamps; inflated rubber platen gives 600-lb. pressure; groundglass diffuser; plate glass printing surface; will handle negatives sizes up to 8x10". Price, with white lights and ruby bulbs, $225.
MFR., The Morse Instrument Co.

PHOTOCRAT

All-metal construction; takes negatives sizes from 35 mm to 4x5"; uses

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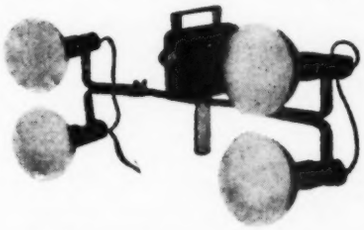

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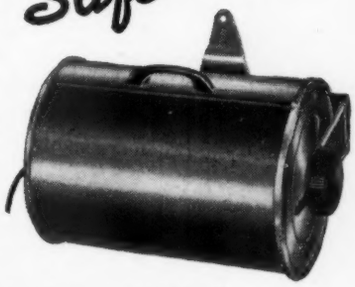

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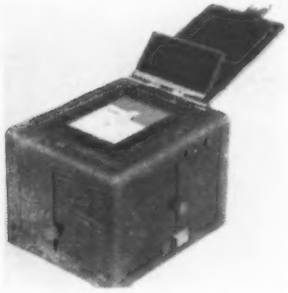


or retouching box; built-in and concealed sliding masks for automatic 3/16" margin; 35 mm guides for strip printing; built-in safe light; felt-cushioned pressure plate. Price, $11.95 plus tax.
MFR., Airequipt Mfg. Co., Inc.

TROJAN 4 x 5 PRINTER

Metal construction; takes negative sizes from 35 mm to 4x5"; uses one 40-watt frosted white bulb; groundglass diffusion; automatic switch for printing light control; adjustable border masks; double-hinged rubber cushioned pressure plate; has door which can be opened to permit dodging; with ruby light; 6-foot cord and socket. Price, $14.25 plus tax.

TROJAN 5 x 7 PRINTER

Same construction and features as the 4x5 model; uses two 60-watt white bulbs; takes negative sizes up

to 5x7". Price, with 6-foot cord and socket, $19.75 plus tax.
MFR., Albert Specialty Co.

U. S. COLD LIGHT PRINTER

Metal construction; takes negative sizes from 35 mm to 5x7"; uses 9 ultra-violet lamps; 22½ watts; 110 A.C. recommended line voltage; flashed opal glass diffusion; adjustable border masks; double-hinged rubber-cushioned pressure plate; easel-type masks; automatic margin controls lining up of paper and negative; negative clamp; designed for table or sunk-bench use; mounting brackets provided. Price, $36.
MFR., U. S. Photo Equipment Corp.

VICEROY 4 x 5 PRINTER

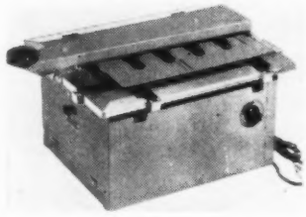
Metal construction; takes negative sizes from 35 mm to 4x5"; uses one 25-watt frosted white bulb; automatic switch controls white printing light; adjustable border masks; double-hinged rubber-cushioned pressure plate; has rubber feet to prevent sliding. Price, with ruby light, 6-foot cord and socket, $10 plus tax.
MFR., Albert Specialty Co.

WILLO CHAMPION PRINTER

Metal construction; takes negative sizes from 35 mm to 5x7"; uses two 25-watt white bulbs; 110 A.C. or D.C. recommended line voltage; groundglass diffusion; built-in adjustable border masks; double-hinged felt cushioned pressure plate;

hinged masking frame has pressure bar; paper guide placement of paper; dual spool take-up for strip printing; push-button release; transparent rulers for reading; door in front with sliding groundglass for easy reading; adjustable from zero opening to 5x7". Price, $30.50.

WILLO 8 x 10 CHAMPION PRINTER



Metal construction; takes negatives from 2¼x3¼ to 8x10"; uses four 25-watt type A white bulbs; 110 A.C. or D.C. line voltage recommended; groundglass diffusion; built-in adjustable border masks; pneumatic double-hinged pressure plate; built-in rheostat control. Price, $40.50.
DIST., Willoughby's.

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MFR., Dayton Rogers Mfg. Co.

HAYNES MODEL J-3 PHOTOMETER-DENSITOMETER

Photoelectric; balanced light principle; for 110-120 volts, a-c or d-c; tells correct grade of paper to use and how long to expose enlargements; also used as projection densitometer for measuring fog level of negatives, making color prints, etc.; range from 5 foot candles to invisibility. Price, $9.45.

MFR., Haynes Photometer Co.

KODAGUIDES

Density Kodaguide. Slide-rule type; pocket-sized card with film density step tablet; estimates gray-scale density on suitably prepared negatives; useful for making separation negatives and color prints. Price, $1.

Kodak Enlarging Dataguide. Slide-rule type; includes a swatch chart of Kodak photographic paper showing surfaces, weight, color, and image tone; card has dial relating magnification, lens aperture, paper, and exposure time. Price, $.50.

Kodak Print Exposure Computer. Slide-rule type; card has dials relating magnification, density, lens aperture, and exposure time; determines exposures according to density readings; helpful in color printing with Kodak Dye Transfer Process. Price, $1.

MFR., Eastman Kodak Co.

PHOTOVOLT PHOTOMETER MODEL 200-A

Photoelectric type for enlarging and contact printing; photocell is connected by flexible cable to meter in wooden housing; no power connections; readings are taken by holding photocell to lens of enlarger; special enlargement calculator furnished separately; 4-range switch makes the unit highly sensitive; measures density of negatives; light distribution of printers, enlargers and copy board. Price, $67.50, including tax.

PHOTOVOLT ELECTRONIC SPOT-PHOTOMETER MODEL 500-A

Photoelectric type for use with a-c only; readings are taken on baseboard; operates with electronic amplification; determines exposures of enlargements by working either from the shadows or the high-lights; can be used also for light measurements on small areas of the image in the focal plane of cameras and photomicrographic equipment. Price, $195.

MFR., Photovolt Corp.

SPOT-O-MATIC MODEL 6

Electrical; light balancing photometer; automatic calibrations; optical density wedges; permanent plastics spot; operates on 110-125 volts, a-c, or d-c; gives exposure time, paper contrast, and tells whether negatives are over- or underdeveloped; for use with all enlargers and any type of projection paper. Price, $9.95, including tax.

DIST., Kinnard Co.

TESTRIP

Manually operated test strip maker; press board over pine framework construction; makes a test strip having either four 1-inch steps or eight ½-inch steps; determines the proper exposure for the effect desired; for all enlargers and papers. Price, $1.

MFR., Kent-Hall Products Co.

WESTON 877 PHOTOGRAPHIC ANALYZER

Electric; operates on 105-120 volts, a-c, or d-c; uses photoelectric cell; portable combination illumination meter and transmission densitometer; illuminated scale calibrated to read either illumination or density; supplied with a calculator, step wedges, gray scale, plotting paper, a multiplier disc for high light intensities, and an instruction book; determines exposure time for printing and making separation negatives; determines the gamma of development; the speed of papers and sensitized material in terms of the users equipment and technique. Price, $100.

MFR., Weston Electrical Instrument Corp.

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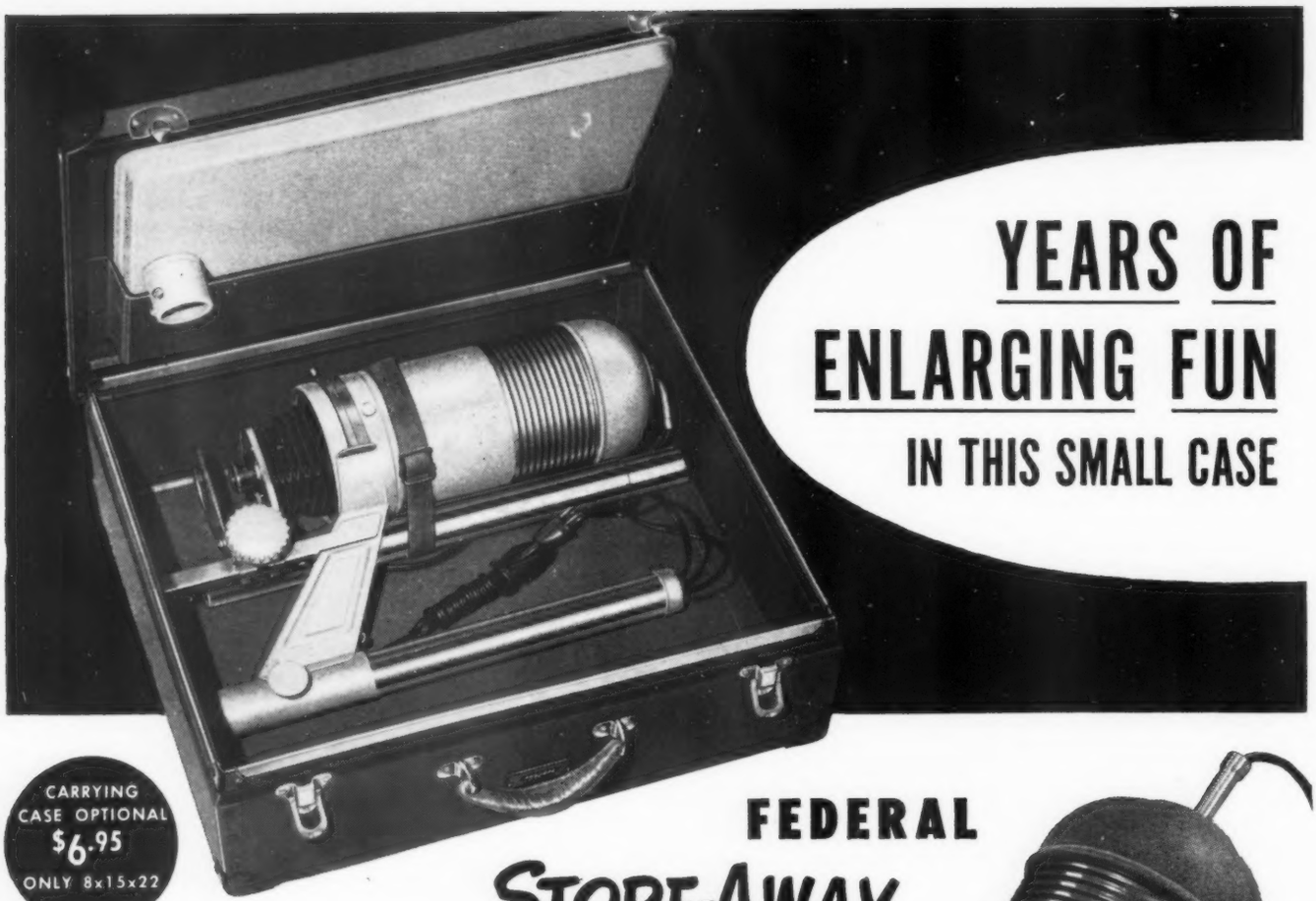

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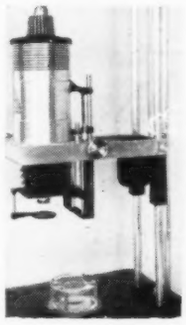
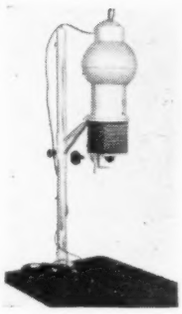


Vertical or horizontal; takes 2¼x3¼" film size; designed for use as a projector also; 2-element condenser illumination system; rack-and-pinion focusing; metal negative carrier; lamp house tilts and swings for bigger enlargements; built-in red screen for focusing; cooled by radiation; bronze and aluminum construction. Price, less lens, $89.00.

MFR., Austin Machine & Tool Co.

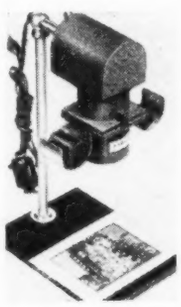
BACO PRECISION



Vertical or horizontal; takes film size 2¼x3¼"; condenser illumination; 3½-inch f/4.5 Ilex Paragon Anastigmat lens; rack-and-pinion focusing; large focusing knobs; metal negative carrier; built-in red screen for focusing; positive locking pins to hold assembly in position; switch on cord. Price, with lens, $81.50; without lens, $71.50.

MFR., Baco Accessories Co.

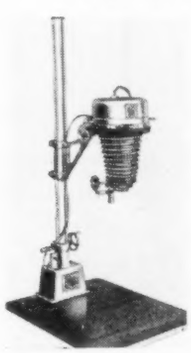
CIPCO EVEREDI



Vertical; takes film sizes from 1x1½ to 1x¾"; flashed opal diffusion illumination with 75-watt lamp on recommended line voltage of 110; ventilation by top shielded vents; 2-inch f/11 lens; 4-diameter enlargement on baseboard; fixed focus; metal negative carrier; film advance without removing roll; built-in red screen for focusing; control switch on cord; built-in-base easel. Price, $15.

MFR., Consolidated Instrument Parts Co.

COLUX COLD LIGHT



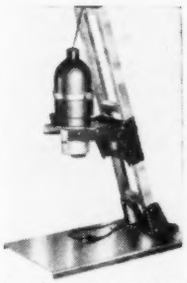
Vertical; takes up to 4x5 film size; designed for use as a projector also; flashed opal diffusion illumination system; 75-watt cold light at 3500° K color temp.; optional lens equipment; rack-and-pinion focusing; metal negative carrier; lamp-housing tilts and swings; distortion control; built-in red screen for focusing; control switch in line cord. Price, less lens, $99.50; accessories include negative carriers for 2¼x3¼ and 3¼x4¼.

MFR., Eastern Photo Mfg. Co., Inc.

COMPCO 324

Vertical; takes film sizes from 35 mm to 2½x3½; opal diffusion illumination system; 75-watt standard enlarging lamp; optional lens equipment; other features as Model 135. Price, less lens, $26.95 plus tax. Accessories same as above model.

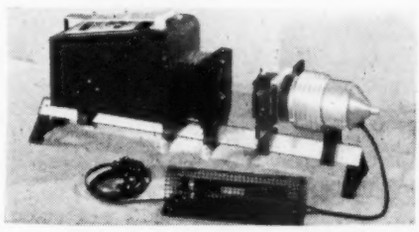
COMPCO 135



Vertical; takes film sizes from 35 mm to 2½x3½; opal diffusion illumination system; 75-watt standard enlarging lamp; 110-120 line voltage; natural draft ventilation; 3½-inch f/7.7 anastigmat lens; click stops; helical focusing; metal negative carrier; masks for 5 film sizes; film advance; built-in red screen for focusing; snap action switch on cord; double channel uprights; steel baseboard. Price, $29.95 plus tax. Accessories include condenser assembly, recessed lens board, carriers, masks, etc.

MFR., Compco Corporation.

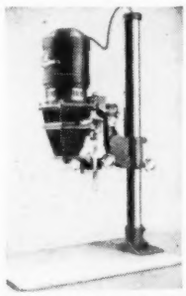
CURTIS COLOR FILM ENLARGING PRINTER



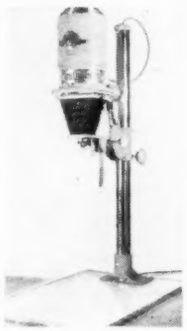
Horizontal; takes 35 mm film size and enlarges to 4x5; designed for use as a contact printer, taking up to 4x5 negatives; 2-element condenser illumination system; 75-watt G-E No. 111 enlarging lamp; radiating aluminum fins ventilation; 2-inch f/4.5 Wollensak lens selected for color correction; 50 mm Leica or Contax lenses may be used when operating as printer; rack-and-pinion focusing; metal negative carrier; provision against Newton's rings; distortion control. Price, including lens, $169.50 plus tax. Accessories include mask filter, transparency mount with integral gray scale.

MFR., Curtis Laboratories, Inc.

DEJUR VERSATILE I



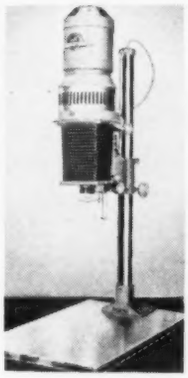
Vertical or horizontal; takes film sizes from 35 mm to 2¼x3¼; designed for use also as a projector; 2-element condenser illumination system; G-E No. 211 lamp; coated 3½-inch Ilex Anastigmat f/4.5 lens; Aero Teck ventilation; 9 diameters enlargement at base board; friction and negative focusing; metal negative carrier; provision against Newton's rings; distortion control with negative stage tilt; line cord switch. Price, $118.65. Accessories include, color head, three color filters, copying lights, tripod clamp, camera support, camera back, lens boards for various lenses.



DEJUR VERSATILE II

Takes film sizes up to 3¼x4¼ (uses 3¼x3¼ area); similar to Model I, but does not have distortion control or negative focusing. Price, with 3½-inch Ilex lens, $99.00. Accessories same as Model I.

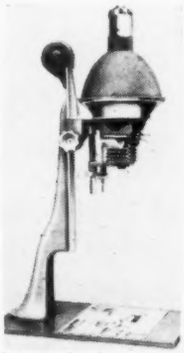
DEJUR PROFESSIONAL 4x5



Vertical or horizontal; takes film sizes from 35 mm to 4x5; 2-element condenser illumination; Aero Teck ventilation; 5⅜-inch coated Ilex Anastigmat f/4.5 lens; friction focusing; metal negative carrier; provision against Newton's rings; distortion control by lens tilt; built-in red screen for focusing; line cord switch. Price, $169.50. Accessories the same as above models.

MFR., DeJur Amsco Corp.

ELWOOD AM MINIATURE



Vertical; takes film sizes from 35 mm to 2¼x3¼; silvered reflector or condensing lamphouse optional; A23 opal enlarging lamp; optional lens equipment; rack-and-pinion focusing; glass sandwich or glassless metal frame negative carrier; film advance without removing 35 mm roll; built-in red mask for focusing; micrometer screw focusing; distortion lens board furnished upon request. Price, with silvered reflector, $48 plus tax; price with double 5-inch condensers, $66 plus tax. Accessories include cold light, setback lens mount for 2-inch lenses, carriers, etc.

ELWOOD BM MINIATURE

Vertical; takes film sizes from 35 mm to 2¼x2½; single condenser illumination; 75-watt opal enlarging lamp; optional lens equipment; 10 diameter enlargements on baseboard; multiple thread lens barrel gives micrometer focusing; glassless metal negative carrier; film advance without removing roll; built-in red screen for focusing. Price, less lens, $30 plus tax. Accessories include longer main slide, cold light, negative carriers, lens extensions, set-back lens mounts.

ELWOOD SPECIAL SP-2

Vertical; takes film sizes from 35 mm to 5x7; silvered reflector illumination; 200-watt enlarging lamp on recommended 110 line voltage; 6-diameter enlargement on baseboard in vertical position; rack-and-pinion focusing; glass sandwich negative carrier; lamp housing tilts and swings to permit bigger enlargements; built-in red screen for focusing; built-in masking device; dual focusing; clamping handwheel; focusing spot in negative carrier; cast aluminum base. Price, less lens, $99 plus tax. Accessories include No. 2 distortion lens board, lens extension, set-back lens board, carriers, etc.

WAR SURPLUS

AERIAL CAMERAS

K-3B, 12" F5 Aerostigmat	$215.00
K7C, 24" F6 Aero Ektar 9x18 Magazine	249.00
K10, 24cm Xenar F4.5 foc. mount, case, automatic developing outfit	228.00
K17, 24" F6 Aero Tessar	490.00
K19, 13½" F3.5 Eastman Anastigmat	119.00
K-25, F4.5 unconverted	89.50
K-25, F4.5 converted, focusing mount, automatic developing outfit	179.00
F8, 15" F5.6 Telephoto, case, automatic developing outfit, 10 rolls of film	198.00

SURPLUS FILM

5¼" x 20' EK Super XX or Tri X	per roll	$ 1.00
5¼" x 20' EK Super XX or Tri X	10 rolls	12.00
7" x 15' EK Super XX	per roll	2.00
7" x 15' EK Super XX	10 rolls	16.00
7" x 18 Infra Red	per roll	2.75
7" x 18 Infra Red	10 rolls	24.00
9½" x 75' Super XX Topographic base		9.75
9½" x 200' Super XX Reconnaissance base	per roll	16.50
35mm x 100' Dupont Superior bulk film No. 2 or 3	1 roll	1.00
35mm x 100' Dupont Superior bulk film	4 rolls	3.00
5x7 EK Super XX film pack	each	2.45
5x7 EK Super XX film pack	6 for	12.00
5x7 Kodachrome Daylight		4.25
35mm x 400' Dupont Superior No. 2	per roll	3.00
8x10 Ansco Commercial	per 2 doz.	2.95
8x10 Reprolith	per 2 doz.	1.95
Simplex Packette Magazine, Plus X, Eastman processing	each	3.50
Simplex Packette Magazine, Plus X, Eastman processing	5 for	15.75
8x10 Panatomic X	2 doz.	3.75

PAPER SPECIALS

30x40 Defender Velour Black SW glossy F1 to F3	box of 50	$ 1.95
20x24 Kodabromide SW, E5	½ gross	5.95
11x14 Kodabromide S.W. F1 & F3	2 doz.	1.00
4¼" x 825' Kodabromide, light weight	roll	1.95

MISCELLANEOUS

5¼" x 25' Pateo AC DC Developing Outfit, new	$ 39.50
7" x 75' Pateo AC DC Developing Outfit, new	49.50
9½" x 200 B4 or B5 Developing Outfit	49.50
Aerial Film Dryer, Pateo Model J, AC, used	99.50
Aerial Film Dryer, Pateo Model J, AC, new	115.00
Aerial Film Dryer A5, 1HP AC	125.00
9x9 Star Printer, AC Blower	89.50
26x26 AAF Photo Album complete with black leaves	7.50
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Pako Jr. Printer, used	49.50
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B-7 Pease 220 V. matte and glossy Dryer	245.00
5x7 Elwood S2, new	69.00
5x7 Elwood SP2 6¾" F4.5 Kodak lens, new	127.00
8x10 Elwood C2, new	200.00
A5A Magazine for K3B, K17, etc	24.50
16mm 750W Sound Projector F1.6 coated, new	199.50

LENSES

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5½" F4.5 Ilex Enlarging, coated, new	39.50
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13½" F3.5 Eastman Anastigmat, Aerial Shutter	89.00
20" F5.6 B&L Telephoto, Aerial Shutter	79.50
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6" F6.3 Metrogon, S-7 Cone	139.00
24" F6 B&L Aero Tessar, K22 Cone	96.00
24" F6 B&L Aero Tessar, K17 Cone	198.00
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3" F4.5 Kodak Tele., 16mm "C" foc. mount	39.50

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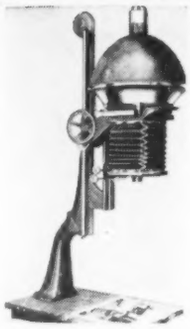
ELWOOD STUDIO S-2



Vertical; takes film sizes from 35 mm to 5x7; semi-diffusion illumination, silvered reflector; 100-watt opal enlarging lamp; 120 recommended line voltage; rack-and-pinion focusing; glass sandwich negative carrier; lamp house swings and tilts; built-in red screen for focusing; built-in masking device; focusing spot in negative carrier; dual focusing; optional lens equipment. Price, less lens, $69 plus tax. Accessories same as above.

ELWOOD AUTOFOCUS 5x7

Vertical; takes film sizes up to 5x7; semi-diffusion illumination, silvered reflector; 200-watt opal enlarging lamp; 6⅜-inch f/4.5 coated anastigmat lens; 9 diameters enlargement on baseboard; autofocusing; switch on stand; glass sandwich negative carrier; lamp house tilts and swings; built-in red screen for focusing; built-in masking device. Price, $371.58 plus tax. Accessories include cold light, distortion lens board, set-back lens board, carriers, etc.

ELWOOD AUTOFOCUS 8x10

Vertical or horizontal; takes film sizes up to 8x10; silvered reflector; 200- to 500-watt opal enlarging lamp; 10-inch coated f/4.5 anastigmat lens; 5 diameters enlargement on baseboard; autofocus; glass sandwich negative carrier; switch on stand; built-in red screen for focusing; built-in masking device. Price, $713 plus tax. Accessories include the same as 5x7 model plus camera back attachment.

ELWOOD COMMERCIAL C-2

Vertical; takes film sizes from 35 mm to 8x10; semi-diffusion, silvered reflector; 200- to 500-watt opal enlarging lamp; optional lens equipment; rack-and-pinion focusing; glass sandwich negative carrier; lamp house swings and tilts; switch on stand; built-in red screen for focusing; built-in masking device; dual focusing; clamping handwheel focusing spot in negative carrier. Price, $216 less lens, plus tax. Accessories include distortion lens boards, set-back lens boards, lens extension, cold light, carriers, etc.

MFR., Elwood Pattern Works.

FEDERAL 450

Vertical; groundglass and opal diffusion illumination; 75-watt clear enlarging lamp; ventilation by air vents with light baffles; 5½" f/6.3 anastigmat lens with iris diaphragm; 4½ diameter enlargement on baseboard; micrometer focusing; combination metal and glass negative carrier; controlled pressure prevents Newton's rings; masks for 7 film sizes; film advance without removing roll; distortion

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control by calibrated swivelhead; built-in red screen for focusing; line cord switch; color carrier and mask holder; built-in focusing target; counterbalanced; clutch on enlarger arm sleeve. Price, including tax, $112.50. Accessories include dustless metal negative plates, double condenser lens assembly.

FEDERAL 470

This model is exactly the same as the 450 Model except that it has a combination 2-element condenser and sand-blasted light distribution plate illumination; 75-watt opal enlarging lamp. Price, including 5½-inch lens and tax, $134.50. Accessories include dustless metal plates in all popular sizes.

FEDERAL 312

Vertical; takes film sizes from 35 mm to 2¼x3¼; groundglass and flashed opal diffusion illumination; 75-watt clear lamp; parabolic reflector; 3½-inch f/6.3 anastigmat lens; 7-diameter enlargement; micrometer focusing; other features and design similar to other Federal models. Price, including tax, $53. Accessories the same as other Federal models.

FEDERAL 269 STORE-AWAY

Vertical; takes film sizes from 35 mm to 2¼x3¼; groundglass and flashed opal diffusion illumination; 75-watt clear enlarging lamp; ventilation by air vents with light baffles; 3½-inch f/6.3 Decar anastigmat lens in iris diaphragm; 7 diameters enlargement on baseboard; metal and glass negative carrier; pressure control prevents Newton's rings; masks included for four film sizes; film advance without removing roll; lamp house swings and tilts; line cord switch; focusing target. Price, $39.50 including tax. Accessories include, carrying case, single condenser lens assembly, 2-inch and 3½-inch lenses, dustless negative carrier, etc.

FEDERAL 279 STORE-AWAY

This model is identical with Model 269, with the exception of the illumination system; it has combination single-element condenser and sandblasted light distribution plate illumination with a 75-watt opal enlarging lamp. Price, including tax, $47. Accessories the same as for model 269.

FEDERAL 314

Vertical or horizontal; takes film sizes from 35 mm to 2¼x3¼; combination 2-element condenser and sand-blasted light distribution plate illumination; 75-watt opal enlarging lamp with parabolic reflector; ventilation by air vents with light baffles; 3½-inch f/6.3 Fedar anastigmat lens with iris diaphragm; 7 diameters enlargement on baseboard; micrometer focusing; metal and glass negative carrier; pressure controlled carrier prevents Newton's rings; masks included for

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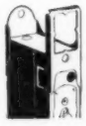

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including excise tax

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- Fixed focus. Sharp clear images and backgrounds from 3 feet to infinity.
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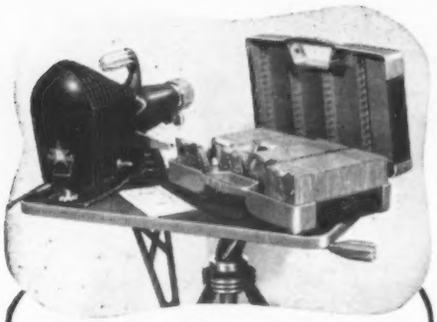

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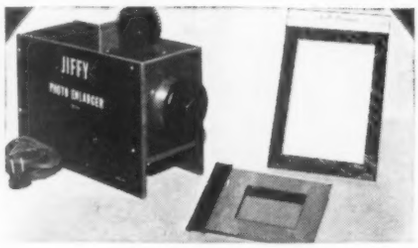
FEDERAL 315

This model is identical to Model 314 except that it has a 3½-inch f/4.5 Octar anastigmat lens; 8 diameters enlargement on the baseboard; Price, including tax, $89.50. A 2-inch f/4.5 Federal Decar anastigmat lens is available for both models as an accessory.
MFR., Federal Mfg. & Engineering Corp.

JIFFY PHOTO ENLARGER MODEL 211

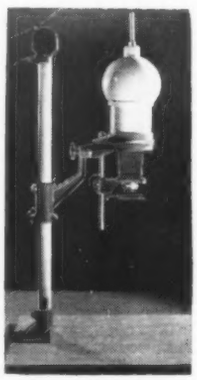


Horizontal; takes film sizes from 35 mm to 2¼x3¼; opal diffusion illumination; 75-watt G-E 211 lamp; no overheating in 24 hr. continuous use; 85 mm f/11 lens with friction focusing; glass sandwich negative carrier; special 35 mm holder; masks for all film sizes; film advance device; control switch on cord; easel for 5x7 paper, adjustable smaller; Price, $9.95 complete. Accessories include long focal length lens, 8x10 easel, etc.
MFR., A P Products.

KODAK AUTO-FOCUS—MODEL E

Vertical; takes up to 5x7 film and plates; ground and sandblasted glass diffusion illumination; G-E No. 302 500-watt opal enlarging lamp; ventilation provision; 7½-inch coated f/4.5 Kodak Ektanon Enlarging lens; click stops; 4 diameters enlargement on baseboard; combination glass sandwich and metal frame negative carrier; built-in mask adjustable from 35 mm to 5x7; foot switch; 17x20 enlarging easel; diffusing disc holder; graduated scale on two sides of paper easel; lens diaphragm illuminator on lens board. Price, $450 plus tax.
MFR., Eastman Kodak Co.

KODAK PRECISION—A ASSEMBLY



Vertical or horizontal; can be used as projector; may be used as copy and regular camera with double-extension bellows; takes film sizes from 35 mm to 2¼x3¼; 2-element condenser illumination; No. 212 enlarging lamp; heat controlled by heat absorbing glass; choice of nine Kodak Enlarging lenses; click stops on the Ektar series; 16-diameter enlargements with 2-inch lens and 7-diameter enlargement with 4-inch lens; friction focusing; film advance without removing roll; glass sandwich, metal bound, and metal glassless carriers; lamphouse swings; distortion control; toggle switch on cord; built-in red filter for focusing and masking device. Price, without lens or lens board, $120 plus tax. Accessories include Kodachrome adapters, microscope attachment, copying lights, tripod adapter, groundglass focusing back, camera back adapters, etc.

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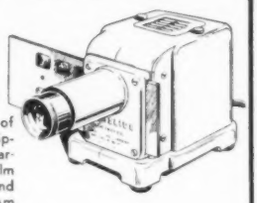

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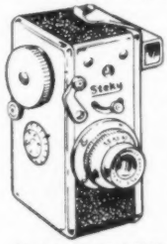

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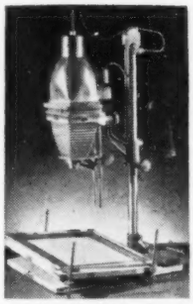
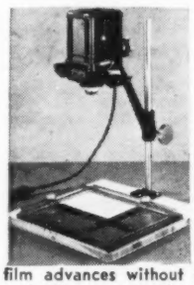
KODAK PRECISION—B ASSEMBLY



Similar to A Assembly model specifications, except that it takes up to 4x5 film sizes; opal diffusion illumination with heat absorbing glass; power cooling; choice of nine Kodak lenses; built-in masking device; hand switch; allows fan on or off during exposure; projects to floor or wall by rotating lamp housing. Price, less lens and lens board, $155 plus tax. Accessories available are the same as for the A Assembly model.

KODAK PORTABLE MINIATURE ENLARGER



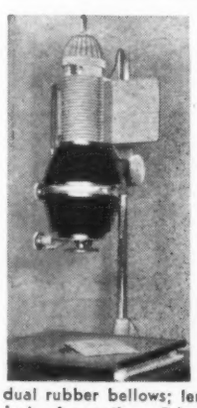
Vertical; takes 35 mm and Bantam film sizes; can also be used vertically; 3-element condenser plus heat-absorbing glass illumination; 50-watt enlarger lamp; convection cooling; 2-inch coated Kodak Ektanon f/4.5 Enlarging lens; 9-diameter enlargement on baseboard; helical focusing; metal negative carrier; film advances without removing; lamphouse swings and tilts; completely portable, weighs 12 pounds with case. Price of enlarger, less lens, $35 plus tax; price of case, $11.50; and price of 2-inch f/4.5 Ektanon lens, $19.25 plus tax.

LEITZ FOCOMAT Ib

Vertical; takes film sizes from single frame 35 mm to 1 9/16 x 1 9/16; single condenser illumination; 75-watt opal lamp on recommended 110 line voltage; 50 mm coated f/3.5 anastigmat lens; click stops; up to 10 diameters enlargement on baseboard with standard lens; automatic focus; metal negative carrier; film advance without removing roll; film guide protects film in combination with condenser pressure plate; adjustable focusing clamp; masking negative carrier plates. Price upon request.

DIST., E. Leitz, Inc.

MASTERLITE



Vertical and horizontal; designed for use as a projector also; takes film sizes from 35 mm to 4x5; combination 2-element condenser and opal diffusion illumination system; 250- to 500-watt enlarging lamp; ventilation provided by top baffles; 127 mm coated f/5.6 Colorstigmat Enlarging lens; click stops; 30 diameter enlargement on baseboard; micrometer and rack-and-pinion focusing; metal negative carrier; lamp house tilts and swings to permit bigger enlargements; built-in red screen for focusing; dual rubber bellows; lens can be focused within ½-inch of negative. Price, less lens, $108.35 plus tax.

MFR., Laminex Engineering.

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35MM CAMERAS

List Price		Our Price
$190.00	**Praktiflex** reflex camera, Victar f:2.9 (interchangeable), focal plane shutter to 1/500; leather case	$94.00
*	**Bolsey Model B,** coupled RF, f:3.2	50.63
$99.50	* **Perfex,** coupled RF, Xenon f:2.8, Compur Rapid shutter	59.50
*	**Perfex** 102, coupled RF, f:3.5	49.99

LENSES
For Still Cameras

List Price		Our Price
	Falco Telephoto for Argus C2, C3, Mercury II, Bolsey Model B	$19.95
	Falco Wide Angle for Argus C2, C3, Mercury II, Bolsey Model B	19.95
	Morton Reflex Magnifar Telephoto for Rolleicord, Argoflex, Ciroflex, Kodak Reflex, Vigilant, Monitor	69.95
	Morton Reflex Magnifar for Automatic Rolleiflex, Ansco Reflex, Super Ikonta B, Medalist	79.95
	Pam Britar Telephoto Lens for Leica, 105mm, f:4.5	89.50

For Movie Cameras

List Price		Our Price
	Falco Telephoto for Keystone, Revere, Wollensak, B&H lenses	$15.95
	Falco Wide Angle for Keystone, Wollensak, Revere, B&H lenses	13.95
	Eigeet 7mm f:2.5 wide angle lens for 8mm movie cameras	46.55

Photoelectric Exp. Meters

List Price		Our Price
$15.80	**DeJur Model B,** with case	$ 8.98
*	**GE DW 58**	19.95
$26.95	**DeJur Autocritic,** with case	11.75

Camera Accessories

List Price		Our Price
$7.50	* **Esdy Pocket Rangefinder** focusses accurately from 2" to infinity	$4.78
*	**Time-D-Lay** Delayed Action Timer, adjustable from 1 to 60 seconds, works on any cable release (Cable release $1.00 extra)	1.95
$6.50	**Diamond genuine cowhide gadget bag,** 8"x10"x3", with four leather inside pockets and leather strap	4.50
	Falco Filterkit for Argus A2, C2, C3, Mercury II, Bolsey Model B, Revere, B&H, Cindox, Cinemaster (shade and six optical glass 21.5mm filters)	5.95
$5.00	**21.5mm Polaroid yellow** filter	2.50
$4.00	**21.5mm Polaroid neutral** filter	2.00

TRIPODS

List Price		Our Price
$19.95	**Chapin Model C,** 3 section tubular, extends to 5 ft., weighs only 3 lbs.	$9.88
$10.00	**Five section brass tripod** with tilthead, extends to 58", telescopes to 14"	7.00
	3-section metal tripod with tilthead, extends to 45", a unique buy for the miniature camera fan	2.50

35MM FILM

List Price		Our Price
	Edgenumbered Eastman Safety Film reload, 36 exposures, your choice of Panatomic X, Plus *, Super XX	$ .65
	20 exp. Anscocolor Daylight reload	1.25
	20 exp. Anscocolor Tungsten reload	1.50
	36 exp. Kodachrome, Daylight or Type A, price includes processing	5.25
$6.62	**Bulk film Winder,** for Daylight Loading of 35mm cartridges	5.00
	Above winder with 100 feet guaranteed. Plus x film	6.98

FOR THE DARKROOM

List Price		Our Price
	Precise Enlarger, for negatives from 35mm to 2¼x3¼, with 3½, with 3½" lens	$22.20
$3.00	**All-metal Safelight** with interchangeable red and orange filters	1.80
$6.95	**Rexo Pelouze Photographic scales,** with 6 solid brass weights	4.75
$2.50	**Mercury Tray and Tank Thermometer,** 30 to 110 degrees Fahrenheit	.85
$2.50	**Pliofilm 25"x35" Enlarger Cover**	.98
$9.95	**Twin Surface Electric Print Drier,** 2 11x14 drying surfaces	6.98
$3.00	**Speedo Montage Maker,** for 5x7, 8x10, 11x14	.98
	4x5 Arkay all-metal print box, with bulb, switch, rubberlined platen, masks	3.20
$7.23	**Vokar Electric Tank Agitator**	3.00
$6.98	**Du-All Footswitch,** turns safelight off when enlarger is on, with lifetime guar.	3.10
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$35.00	**Robar 16x20 stainless steel print washer,** capacity 50 16x20 or 100 8x10 prints at one time	19.50

LIGHTING AIDS

List Price		Our Price
$15.02	**Dinkie Inkie 160 watt spotlight**	$11.50
$23.25	**Testrite Spotlight** with 4-aperture rotadisk	11.00
$3.00	**Economy Photoflood stand,** extends to 6½' with 24" crossbar, for clamp-on reflectors, background or screen	2.55
$16.25	**Multiple Outlet Box,** 8 outlets	5.25

FOR 2¼x2¼ SLIDES

List Price		Our Price
	Vielex AP-5 150 watt Projector with case	$57.20
$1.25	Package of **2½x2½ jiffy glass slidebinders**	.79
	Gold-E Master 500 watt projector, for all slide sizes from 2"x2" to 3¼"x4"	69.00

FOR 2"x2" (35mm) SLIDES

List Price		Our Price
$8.95	**LaSalle** battery operated viewer, one of the finest viewers ever made	$ 2.95
$7.95	**Esdy electric slide viewer,** all-metal, automatic slide ejection, permits simultaneous viewing by several persons	2.75
	150 watt Marton Projector, complete with lens, slide carrier and bulb	19.75
$3.25	**All Metal Slidefile,** slotted to hold 300 readimounts or 150 glass slides.	2.75
$4.00	**100 Houston Plastic Slideholders,** for extreme simplicity in slidemounting, specify singleframe (Mercury) or doubleframe	3.50
	30"x40" Aurora glass beaded easel type screen	6.00
$2.98	**Dabrite Focussing Viewer** with plastic slidefile (capacity 112 readimounts)	1.49
$5.95	**Kodachrome Super Deluxe Slide File,** capacity 850 readimounts	5.49

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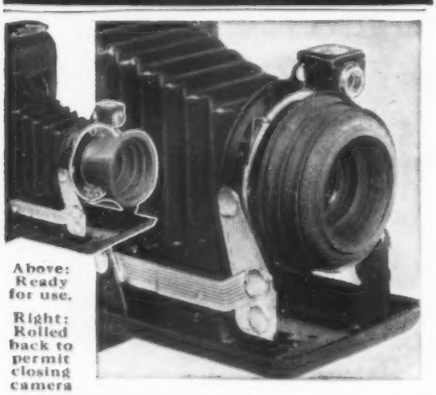

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Right: Rolled back to permit closing camera

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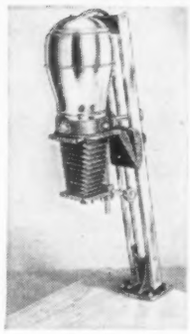
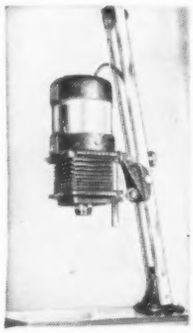
MPI THIRTY TWO



Vertical; takes film sizes from 35 mm to 2¼x3¼; flashed opal diffusion illumination; uses G-E 211 enlarging lamp; 3½-inch f/6.3 Ilex enlarging lens; 5 diameters enlargement at baseboard; micrometer focusing; metal negative carrier; film advance without removing roll; swivel head; line switch; spring loaded floating negative carrier; Price, with lens, $53.30 including tax. Accessories available include masks, and condenser systems.

MPI FIFTY FOUR



Vertical; takes film sizes from 35 mm to 4x5; flashed opal diffusion illumination; uses G-E 211 enlarging lamp; optional lens equipment; rack-and-pinion focusing; combination glass sandwich negative carrier; lamp-housing swings and tilts; swivel head; double inclined steel uprights. Price, less lens, $69.50 plus tax.

MFR., Merritt Products, Inc.

OMEGA D II

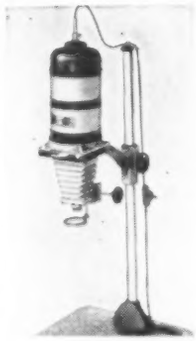
Vertical; takes film sizes from 35 mm to 4x5; 2-element condenser illumination system; 75-watt opal enlarging bulb; recommended line voltage 110; dynathermal ventilation; optional lens equipment; from 4½ to 16 diameter enlargement on baseboard; micrometer focusing; metal and glass sandwich negative carriers; provisions against Newton's rings; built-in red screen for focusing; interline control switch. Price, with color head, $194.80; without color head, $178.90. Accessories include copy attachment, micro attachment, etc.

AUTOMEGA

Vertical; takes film sizes from 2¼x3¼ to 5x7; opal diffusion illumination with 6W low voltage fluorescent lamp; recommended line voltage 110; optional lens equipment; up to 9 diameter enlargement on baseboard; automatic focusing; metal and glass sandwich negative carriers; distortion control by negative tilting; built-in red screen for focusing; electric shutter; color head; rotating lamphousing. Price, without lens, $325 plus tax. Accessories include copy attachment, manual focusing attachment, tilting easel board, etc.

MFR., Simmon Brothers, Inc.

PRECISE NO. 125



Vertical; takes film sizes from 35 mm to 2¼x3¼; flashed opal diffusion illumination; No. 211 opal enlarging lamp; 2-inch Ilex Anastigmat f/6.3 lens in iris diaphragm; metal negative carrier; provision against Newton's rings; 6 film size masks; built-in red screen and masking device; control switch on cord. Price, $42.50 including tax.

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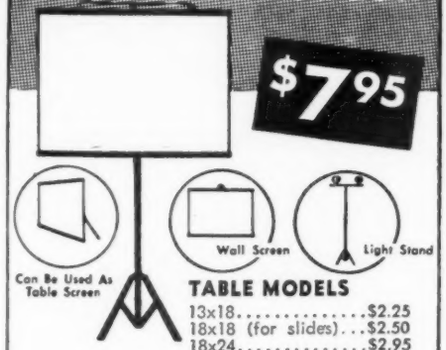

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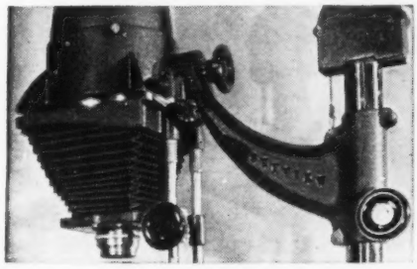
PRECISE NO. 160A

Similar to above; has f/7.1 acromatic lens. Price, $22.20 including tax.
MFR. American Photo Laboratories.

SKYVIEW DGE 4x5



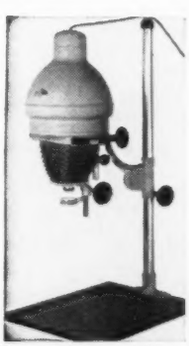
Vertical; takes film sizes from 35 mm to 4x5; also any 6¼-inch diameter section of 8x10 without cutting; 2-element condenser illumination system; No. 212 enlarging lamp on 110 line voltage; sealed-radiant cooling ventilation; coated 135 mm Wollensak Raptar f/4.5 Enlarging lens; 6 diameters enlargement at baseboard; friction focusing; metal negative carrier; provision against Newton's rings; film advance; lamphouse tilts and swings; distortion control; built-in red screen for focusing; control switch on cord; rotating negative carrier. Price, $169 plus tax.

SKYVIEW DGE 23

Similar to above in design and features; takes film sizes from 35 mm to 2¼x3¼; also any 4¼-inch diameter section of 5x7 negative without cutting. Price, with 90 mm Raptar, upon request. Accessories include wall mounting assembly, foot switch, Haloette attachment.

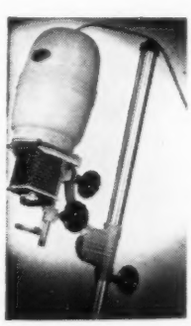
SKYVIEW DGE 352

Similar to above in design and features; takes film sizes from single frame 35 mm to 2x2; also any 3¼-inch diameter section of 4x5 negative without cutting; Price, with 50 mm Raptar lens, upon request. Same accessories as above.
MFR. Cleveland Instrument Service Co., Inc.



SOLAR 57

Vertical, can be used horizontally; takes film sizes from 35 mm to 5x7; designed for use as a projector; groundglass diffusion illumination: 150 watt on 115 line voltage; optional lens equipment; rack-and-pinion focusing; glass or metal negative carrier; provision against Newton's rings; lamp house tilts and swings; distortion control; built-in red screen for focusing; toggle switch on table top; non-actinic baseboard. Price, without lens, $72.50 plus tax. Accessories include camera back, microscope adapter, carriers, copy stand, etc.

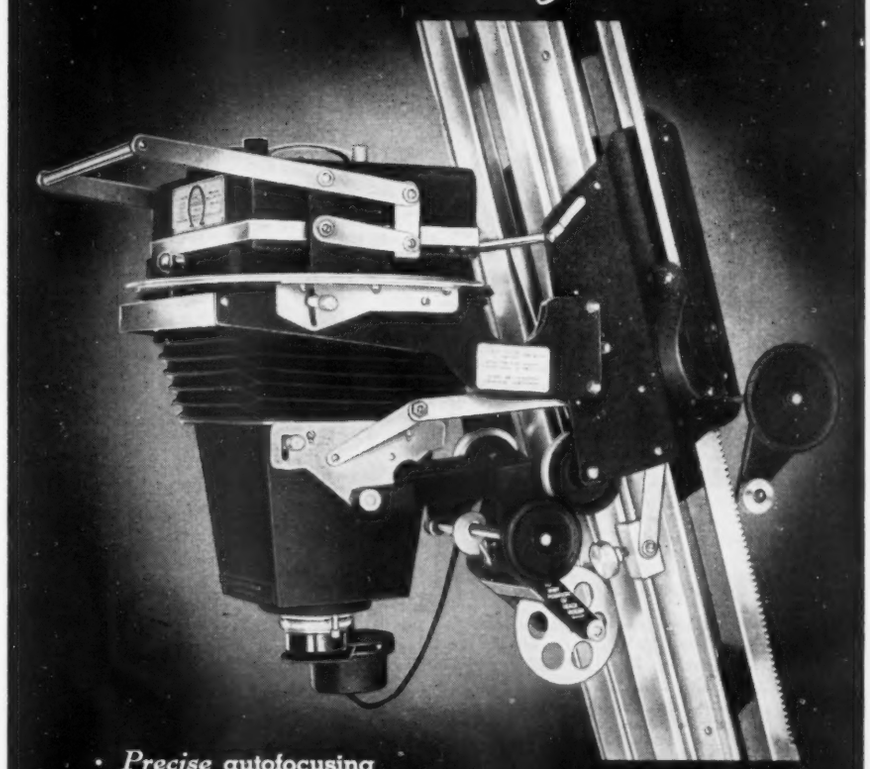


SOLAR 120

Vertical; takes film sizes from 35 mm to 2¼x3¼; designed for use as a projector also; 2-element condenser illumination; 150 watts; optional lens equipment; rack-and-pinion focusing; metal negative carrier; masks included for 2¼x3¼ film size or whatever size requested; film advance without removing roll; lamp-housing tilts and swings; table-top toggle switch; double extension bellows; oversize condensers; interchangeable lenses. Price, without lens, $55 plus tax. Accessories include camera back, microscope adapter, copy stand, wall bracket, and lenses.

The incomparable

Automega E-3



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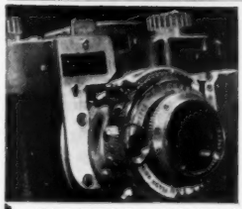

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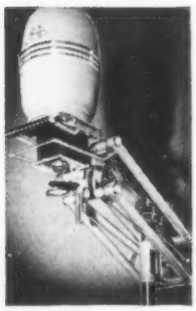
SOLAR 45C

Vertical, can be used horizontally; takes film sizes from 35 mm to 4x5; designed for use as a projector; 2-element condenser illumination system; optional lens equipment; rack-and-pinion focusing; metal negative carrier; movable lamp housing; toggle switch on table top; double-extension bellows. Price, without lens, $120 plus tax. Accessories same as for Solar 120 model.

SOLAR AUTOFOCUS



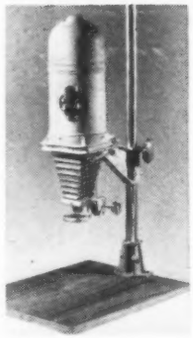
Vertical; takes film sizes from 35 mm to 2¼x3¼; combination condenser illumination system; 3½-inch coated Wollensak Raptar f/4.5 Enlarging lens; 9 diameters enlargement on baseboard; metal negative carrier; autofocusing; film advance; distortion control; built-in red screen for focusing; toggle switch on table top; masks included for 2¼x3¼ film size. Price, $139.50 plus tax. Accessories include camera back, carriers, etc.

MFR., Burke & James, Inc.

SUN RAY MASTERCRAFT 45

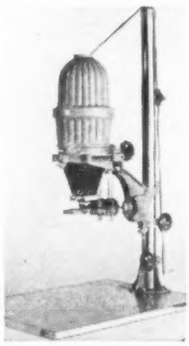
Similar to the Model 23 except it takes film sizes up to 4x5, has combination 2-element condenser, and opal diffusion illumination. Price, with 135 mm Wollensak f/4.5 Raptar coated lens, $152.30; without lens, $106.38. Accessories available, same as Model 23.

SUN RAY MASTERCRAFT 23



Vertical; takes film sizes from 35 mm to 2¼x3¼; flashed opal diffusion; uses 75-watt enlarging lamp; 3½-inch f/6.3 Ilex enlarging lens; 16 diameters on baseboard; micrometer focusing; glass sandwich negative carrier; masks included for assorted film sizes; built-in red screen for focusing; Price, $45.43 included glass pressure plates and 6 assorted fibre masks. Accessories available include glassless masks, and condensers.

SUN RAY ARNOLD MODEL D



Vertical and Horizontal; takes film sizes from 35 mm to 2¼x3¼; designed for use also as a projector; has combination 2-element condenser, and opal diffusion illumination; uses 75-watt enlarging lamp; 3½-inch f/4.5 Ilex enlarging lens; 16 diameters obtainable on baseboard; micrometer focusing; metal negative carrier; masks for 2¼x3¼ film sizes; film advance without removing roll; lamp house swings and tilts; built-in distortion control; built-in red mask for focusing; open jaw, counterbalance spring. Price, with lens, $74.50. Various glassless masks available as accessories.

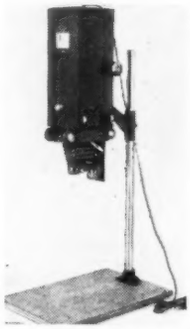
MFR., Sun Ray Photo Co., Inc.

TELETUBE KOPYKIT—CONVERSION MODEL

Vertical; takes 35 mm, and Korelle 2¼x2¼ film sizes; 2-element condenser illumination system; has heat filter added; uses 75-watt enlarger lamp; shielded perforations in top for ventilation; utilizes camera lens for ultimate performance; film advance without removing roll; lamp-housing swings; 360° negative rotation; off-on switch, directly on front of lamp; independent mounting of assemblies makes it relatively vibration-proof; used also as copy unit; groundglass viewer with magnifier for copy work. Price on request.

MFR., American Gage & Mfg. Co.

UTICAM V



Vertical; takes film sizes from 35 mm to 3½x5½; opal diffusion illumination; G-E No. 213 enlarging lamp; convection ventilation; use your own camera for lens and focusing by attaching to base of enlarger; rack-and-pinion focusing; glass sandwich negative carrier; lamp house swings and tilts for bigger enlargements; switch on cord. Price $19.95, including tax. Accessories include 35 mm adapter.

MFR., Engineered Products Co.

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Ihagee 9x12 D.E., f4.5 Ihagee Cpr., FPA, LN	55.00
Kawee 6x9, D.E. f4.5 Tessar Cpr., Roll Film Adapter, LN	59.50
Kawee 6x9, S.E. f4.5 Radionar, FPA, LN.	29.50
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Manufacturer or Distributor	Type	Fits Lens Mount	Slip-on or Screw-in	Purpose	Price
BELL & HOWELL					
Widor	Positive	See Col. 5	Screw-in	For 8 mm movie lenses—12½ mm f/3.5 Anate; f/2.5 Anart and Anate. Doubles angle of view.	$46.67
CAMERA SPECIALTY					
Wirgin Telor Telephoto	Negative	See Col. 5	Screw-in	Telephoto for 8 and 16mm cameras; 10 models for various lens mounts; 2x magnification; micrometer focusing mount.	$24.50
Wirgin Cine Amplon	Positive	See Col. 5	Screw-in	Wide-angle for 8 and 16 mm cameras; 13 models for various lens mounts; 4 times normal area covered; micrometer focusing mount.	$33.00
CHESS-UNITED CO.					
Chess-United Portrait	Positive	19-50.5 mm	See Col. 5	Portrait and close-up work—(+1, +2, +3 diopters) used with Chess-United Sunshade Filter Kits.	$1.50 to $5.50
Same	Positive	See Col. 5	Screw-in	For f/1.5, f/2.5, f/2.7, and f/3.5, 8 and 16 mm movie lenses; +1, +2, +3 diopters.	$2.75 to $3.95
B & L Animar	Positive	See Col. 5	Screw-in	Portrait lens, +1, +2, +3 diopters, for Bausch & Lomb f/2.8 movie lens.	$2.95
DOME PRECISION					
Telexar	Negative	See Col. 5	Both	Coated lens for telephoto work with 8 mm movie cameras.	$24.50
Platigon	Positive	See Col. 5	Both	Coated lens for wide-angle work with 8 mm movie cameras.	$24.50
EASTMAN KODAK					
Kodak Close-up Attach.	Positive	¾ to 1½"	Slip-on	Close-up attachment of + ¾ diopter; sizes for almost every camera.	$4.58
Kodak Telek	Negative	41-50.5 mm 1⅝-2 inch	Both	Telephoto attachment of —1, —2, —3, —4 diopter; Series V, VI, VII, and VIII.	$3.35 to $4.15
Kodak Portra	Positive	19-50.5 mm ¾-2 inch	Screw-in	Portrait attachment of +1, +2, +3 diopter; Series V, VI, VII, and VIII.	$2.80 to $4.15
Kodak Portra	Positive	in W mount	Slip-on	For movie cameras. Portrait attachment of +1¾, +3¾ diopter.	$1.40 to $1.52
ELGEET OPTICAL					
Elgeet Portrait Attach.	Positive	See Col. 5	Screw-in	Portrait attach. for Elgeet ½" cine-lenses; at f/1.9, objects at 2½ feet in focus—at f/22, objects at 8 inches in focus.	$2.95
ENTECO INDUSTRIES					
Enteco Proxar Plus 1, 2, and 3	Positive	23.5-44.5 mm	See Col. 5	For close-up, copy, and portraiture; coated or plain; metal ring mounted; Series V, VI, VII; and 21.5 mm for movie cameras.	
MANSFIELD INDUSTRIES					
Gruenex Telephoto	Negative	See Col. 5	Both	Coated supplementary lens for telephoto work with 8 mm cameras. Brings distance of 100 ft. down to apparent 36 feet.	$19.25
Raydex Portrait	Positive	15-150 mm	Both	Coated lens for portrait work. Available in +1, +2, and +3 diopters for all cameras.	$1.25 to $1.50
Raydex Wide-angle	Positive	See Col. 5	Screw-in	Coated auxiliary wide-angle lens for all 8 mm cameras.	$17.25
MORTON COMPANY					
Widar	Positive	See Col. 5	Both	Coated supplementary wide-angle lens for all standard 16 mm movie lenses with adapters.	$39.95
Morton Wide-angle	Positive	See Col. 5	Screw-in	Same as above—for 8 mm movie cameras.	$27.50
Reflex Magni-Far	Negative	See Col. 5	Both	Coated telephoto attach. for still cameras with non-interchangeable lens fronts—Argoflex, Ciroflex, Rolleicord, etc.	$69.95 to $79.95
Magni-Far	Negative	See Col. 5	Both	Same as above—for 35 mm miniatures—Argus, Clarus, Perfex, Kodak 35, etc.; assumes speed of regular lens.	$49.95
Bettar	Negative	See Col. 5	Screw-in	Coated telephoto attach. for all 8 and 16 mm cameras with standard lenses. Double focal length of regular lens.	$39.95
PONDER & BEST					
PB Portrait	Positive	See Col. 5	See Col. 5	Complete with focusing scale. Sizes to fit PB, Kodak, and HCE lens shades and adapter rings. +1, +2, and +3 diopters.	$1.55 to $2.18
TIFFEN MFG. CO.					
Tiffen Portrait	Positive	16.5-85 mm	Both	For portrait work; also available with set-screw mount.	$1.25 to $3.50
WOLLENSAK OPTICAL					
Cine Wide-angle Attach.	Positive	See Col. 5	Screw-in	Coated wide-angle attachment for Wollensak ½ and 1-inch focus f/3.5, f/2.5, f/2.7, and ½-inch, f/1.9 lenses.	$29.75

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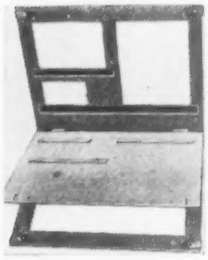
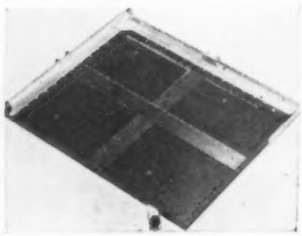


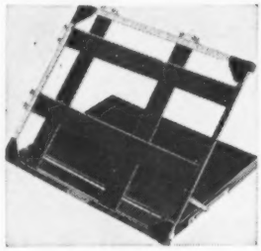
Takes 4 paper sizes, 2½x3½, 4x5, 5x7, and 8x10 inches; all metal construction; built-in paper stops with a fixed frame for ¼-inch margins. Price, $6.50, plus tax.
MFR., Airequipt Mfg. Co.

ALBERT VICEROY



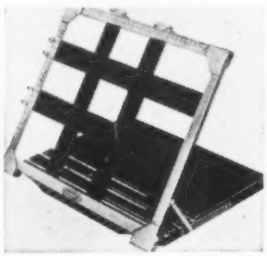
Takes paper sizes up to 11x14 inches; all-metal construction; scale on masking arms; all-around borders adjustable from ¼ to 1½ inches; margins adjusted by lever; holds paper flat; brace holds easel open; Price, $10 plus tax.

ALBERT TROJAN



Takes paper sizes up to 11x4 inches; all-metal construction with wooden baseboard; scale on side arms; all-around borders adjustable from ¼ to 2 inches; special groove for holding paper in place; frame support holds easel open for inserting paper; non-skid base. Price, $14.25 plus tax.

ALBERT AUTOMATIC

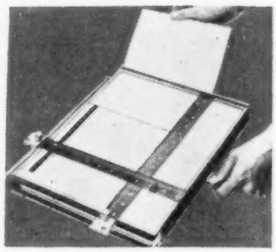


Takes paper sizes up to 11x14 inches; all-metal construction with wooden baseboard; all-around borders adjustable from ¼ to 2 inches; scale on side arms; automatic centering for 5x7, 8x10, and 11x14 papers; frame support holds easel open for inserting paper; automatic border scale and masking bands. Price, $18.75 plus tax.

ALBERT 16x20 AUTOMATIC

Has same features and characteristics as 11x14 model except that it takes paper sizes up to 16x20 inches. Price, $34.50 plus tax.
MFR., Albert Specialty Co.

ARKAY EASY-EASEL



Takes prints up to 11x14 inches; all-metal construction; scale on masking arms; automatic sharp borders; paper inserted from right edge while platen is depressed by platen lever on side of easel. Price, $8.85 including tax; 5x7 Easy-Easel available at $5.50 including tax.
MFR., Arkay Laboratories, Inc.

BACO ENLARGING EASEL

Takes up to 11x14 inch paper sizes; combination metal construction with

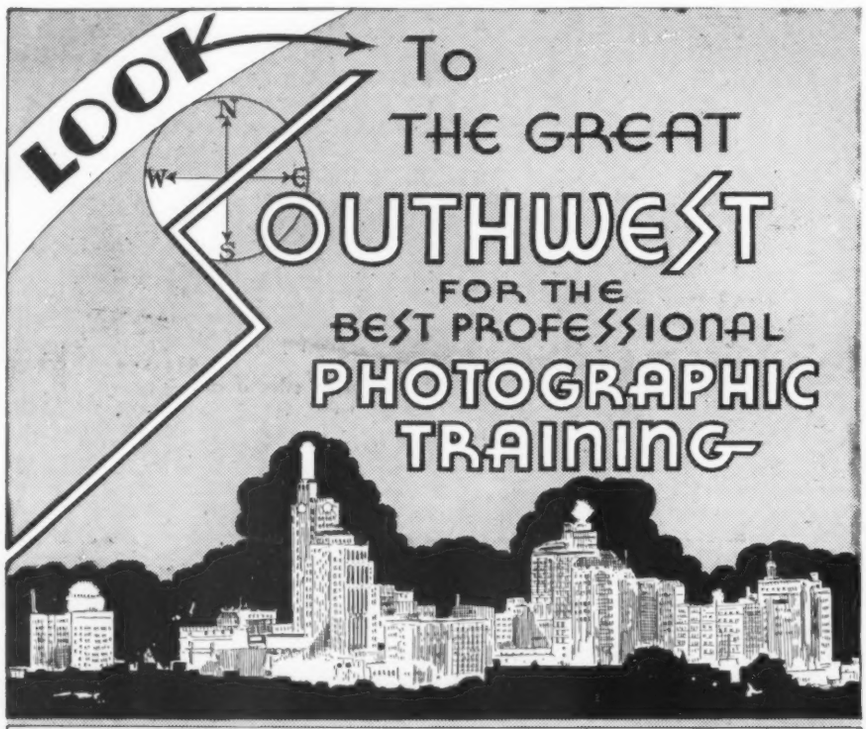
heavy wooden base, masonite surfaced, non-actinic; scale on masking bands; rubber cushioned base to stop slipping. Price, $6.50.
MFR., Baco Accessories Co.

COLOR REGISTRATION EASEL

Takes paper sizes up to 11x14 inches; constructed of plexiglass and stainless steel; this easel has been designed to facilitate the registration and superimposition of dyed matrices as used in the Dye Transfer Process; extreme accuracy of registration. Price, $39.50.
MFR., Condit Mfg. Co.

DANDY EASEL

Takes paper sizes up to 11x14 inches; all metal construction; scale on side arms; all-around adjustable borders



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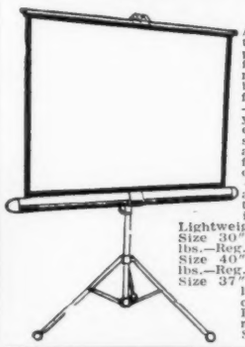

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No. 708. Genuine Elk Tanned Cowhide, Turftan Color. Accommodates small or medium sized cameras, also for Brisk in 8mm, Univex, Revere, Keystone, Kodak, B&H. Size 7½"x6½"x3". List $8.00 .....Now **$6.00**

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3.75 Brownie Reflex, Eveready...	2.65
6.00 8mm Revere 88, sheath	4.50
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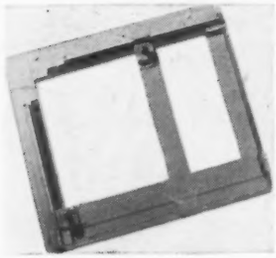
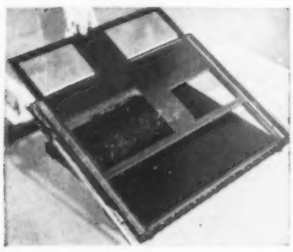


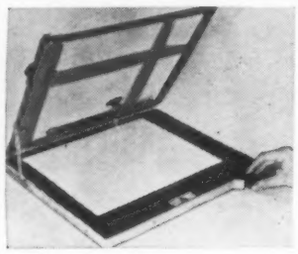
from ¼ to 1¾ inches; movable paper holder finished in durable white for focusing; washable surface. Price, $12.
MFR., L. R. T. Industries; DIST., Willoughby's.

DE GROFF TWO WAY PUSH



Takes paper sizes up to 11x14 inches; all aluminum construction with chrome rail and spring steel masking strips; scale on side arms; automatic self-centering easel; instant interchangeability to glass for borderless prints; fixed masks for prints with standard size borders; adjustable mask strips for borders from 3/16-inch size and larger. Price, $24.75; for 16x20 size, $65.
MFR., De Groff Laboratories, Inc.

FR AUTOMATIC



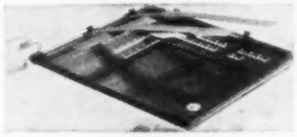
Takes paper sizes up to 11x14 inches; laminated base, all-metal parts finished in polished aluminum or crackle finish; scale on masking arms; arms are directly geared; no locking or unlocking necessary; turn knobs to adjust margins; all-around adjustable borders from ¼ to 2 inches; a "third" knob permits automatic setting of top and left hand margins simultaneously; a "third" hand grasps paper when mask is lowered and holds it while easel is being closed. Price, including tax, $27.
MFR., The FR Corporation.

FEATHER EASEL

Takes up to 11x14 inches; metal construction with composition filling; borderless easel; easel composition is dyed black; to be available for color printing. Price, $7.95 plus tax. A 16x20 model is available for $15 plus tax.
MFR., Hollywood Photo Mfg. Co.

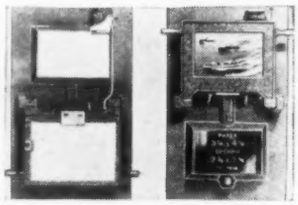
GLOBE EASEL

Takes paper sizes up to 11x14 inches; all metal construction; baseboard ruled scale; set borders for 5x7,



8x10, and 11x14 sizes; all four masking bands are raised by single lever. Price, $9.45.
MFR., Globe Industries, Inc.

G & R MINIATURE ENLARGING EASEL

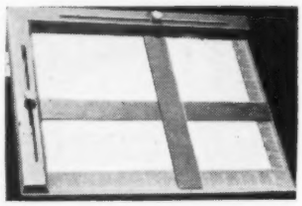


Takes paper sizes up to 8x10 inches; brass, steel construction with lamicoid felt; fixed opening and paper guides for accurateness and speed; numbers while you print; opening and border to order; 75 different sizes. Price varies up to $56 including tax.
MFR., Goetz & Ruschmann.

GLUCK

This is a natural plastics compound which, when melted in hot water and poured in a tray of the proper size, will produce a borderless easel like the Feather Easel; it is available in a 1-pound can, which will make a 12x15 easel; two 1-pound cans will make a 17x20 easel. Price for 1-pound can, $1.95.
MFR., Hollywood Photo Mfg. Co.

KA-I-KO



Takes paper sizes up to 11x14 inches; wood and metal construction; baseboard ruled scale; all-around borders adjustable from ¼ to 2 inches; white focusing base. Price, $5.95 including tax.
MFR., U. S. Photo Equipment Corp.

KODAK METAL 8x10 ENLARGING EASEL

Takes paper sizes up to 8x10 inches; all metal construction; scale on masking arms; any desired all-around border widths; non-skid base. Price, $11 plus tax.

KODAK 11x14 ENLARGING EASEL

Takes up to 11x14 inches paper sizes; wool and metal construction; scale on side arms; all-around adjustable borders from ¼ to ¾ inches; tilting

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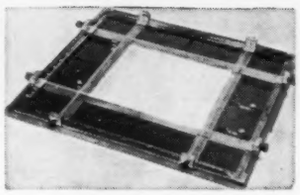
Takes paper sizes up to 17x20 inches; wood and metal construction; scale on side arms; all-around adjustable borders from 1/2 to 2 1/2 inches; for use with any vertical enlarger. Price, $65 plus tax.
MFR., Eastman Kodak Co.

MICROMATS

Takes papers sizes up to 11x14 inches; metal construction with plastics baseboard; scale on side arms; all-around borders adjustable from 3/16 to 1 inch; rack and pinion adjustment of masking bands; masking bands made of steel; frame support



holds easel open for inserting paper. Price, $16 plus tax.
MFR., Airequipt Mfg. Co.

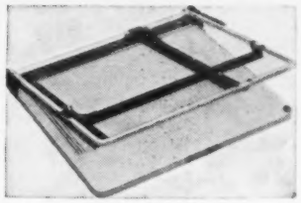
MULTI-PRINTER

Takes paper sizes up to 8x10 inches; metal construction; no scales necessary; will print 2, 4, or 8 prints on one 8x10 sheet; after paper is loaded, lights may be turned on to change negatives; baseboard legs

for distortion control. Price, $4.85.
MFR., Grover Photo Products.

PRECISE 241

Takes paper sizes up to 11x14 inches; metal frame construction with plywood baseboard; scale on frame; three border widths all-around; white baseboard; non-skid felt bottom; spring mechanism holds



frame open for inserting paper. Price, $15.50 including tax.

PRECISE ALL METAL NO. 20

Takes paper sizes up to 11x14 inches; all metal construction; baseboard-ruled scale in 1/16 inches; all-around borders adjustable from

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35mm—B&W 20 Exp. 81c, 36 Exp. $1.08

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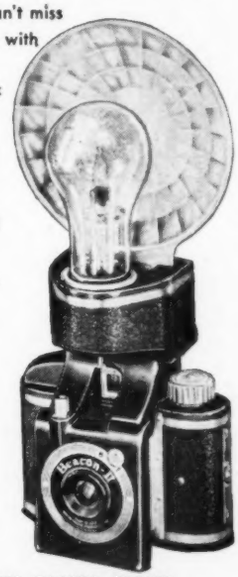

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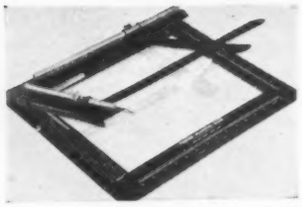
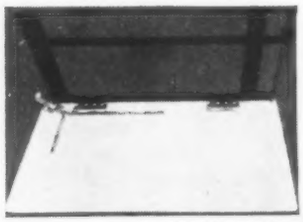


¾ to 1½ inches; baked japanned baseboard with white focusing surface; instantly adjustable masking bands. Price, $7.50 including tax.
MFR., American Photo Laboratories, Inc.

PREMIER SENIOR

Takes paper sizes up to 11x14 inches; all-metal construction with aluminum base covered by felt pad;



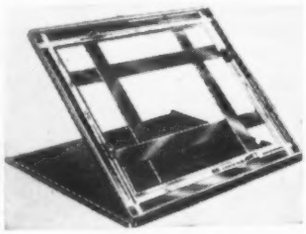
scale on side arms; surface coated white for focusing; automatic paper clamp engages paper when frame is lowered to hold paper in place; margin control permits independant adjustment of horizontal and vertical borders. Price, $9.50 plus tax.

PREMIER JUNIOR

Identical to the above, except that it takes paper sizes up to 8x10. Price, $8 plus tax.
MFR., Photo Materials Co.

SPEED-EZ-EL

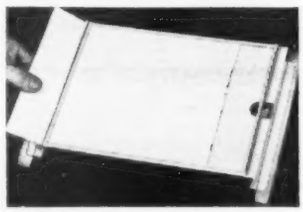
All metal construction; requires no adjustments; paper inserted from



either end to provide even borders; gray focusing surface; washable; non-skid base; available in seven sizes. Prices, for 2½x3½, $1.11; 3½x5, $1.22; 4x5, $1.28; 4x6, $1.45; 5x7, $1.78; 8x10, $2.50; and 11x14, $3.60. All prices are with tax included.
MFR., A. J. Ganz Co.

SAUNDERS 14x17 EASEL

Takes paper sizes up to 14x17 inches all metal construction; adjustable from 1¾x1¾ inches up to 14x17 inches; constant center; border adjustment by calibrated scale on individual blade; basket-weave



blades hold paper flat; paper slots automatically square up paper of standard sizes; hold-open click stop for paper insertion; cushioned rubber base; can be used for borderless prints. Price, $19.95 including tax.
MFR., Saunders Company.

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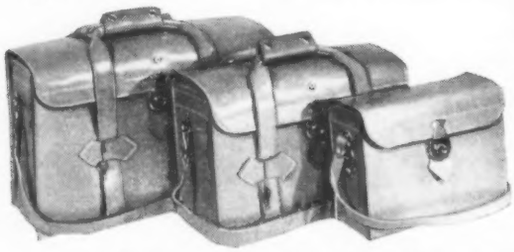

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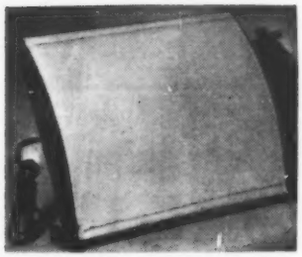
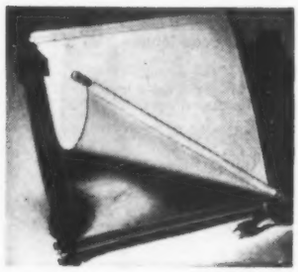
ANKEN								
SABLETONE	Chl-Br.	Enlarg.	Slow	†	1	1	1	Warm tones; suitable for all toning processes.
EBONY	Bromide	Enlarg.	Fast	†	4	1	1	S&DW. Cold tones. Both papers come in 60-inch rolls.
ANSCO								
CONVIRA	Chloride	Contact	Normal	*†	6	2	1	S&DW. Glossy, velvet; cold black tones.
CYKON	Chloride	Contact	Normal	*	3	3	1	DW. For portraits; long scale warm tones; suitable for gold tone.
CYKORA	Chl-Br.	Enlarg.	Fast	*†	4	3	1	S&DW. For portraits and commercial illustration.
PROOF	P.O.P.	Contact		*	1	2	1	SW. For proofs. Print by daylight or arc.
SPEEDEX	Chloride		Rapid	*†	5	1	1	SW. Glossy, for optical printers; blue-black tones.
BROVIRA	Bromide	Enlarg.	Fast	*†	4	1	1	S&DW. For pictorial, reproduction; good latitude, rich black tones.
PROJECTION PROOF	Bromide	Enlarg.	Fast	*†	1	1	1	SW. D.O.P.; rough surface minimizes retouching.
INDIATONE	Chl-Br.	Enlarg.	Normal	*	1	4	2	DW. Portrait, warm toned, good for sepia, gold tone.
SCONA REFLEX	Reflex	Copy		*†	2	1	1	SW. For reflex copies; can use in subdued light.
DASSONVILLE								
CHARCOAL EMBER	Chl-Br.	Enlarg.	Slow	*†	1	8	2	SW. Warm tones; pictorial, portrait, etc.
CHARCOAL BLACK	Bromide	Enlarg.	Fast	*†	4	8	2	SW. Cold tones; same as above.
SUNPRINT	P.O.P.	Contact	Normal		1	1	1	SW. For proofs; print by daylight or arc.
DEVOLITE-PEERLESS								
DEVOLITE	Chloride	Contact	Slow	*†	3	1	1	SW. Darkroom not necessary; cold tones; glossy.
DEVODARK	Chloride	Contact	Normal	*†	10	1	1	S&DW. Two tones, warm and cold; available in frame-finished prebordered paper, as is Devolite.
DU PONT								
DEFENDER APEX	Chloride	Contact	Normal	*†	6	10	2	S&DW. Wide latitude in exposure and development; gives full scale value of negative.
VELOUR BLACK	Chl-Br.	Enlarg.	Normal	*†	4	17	2	S&DW. For portrait, pictorial, commercial; full scale; surfaces for every type of work.
VELTURA	Chl-Br.	Enlarg.	Normal	*	1	2	2	DW. Warm brown tone; rich scale of gradation.
VARIGAM	Chl-Br.	Enlarg.	Normal	*†	Vari-able	5	1	S&DW. With filters, gives any degree of contrast from extremely soft to very hard.
IVORA	Chl-Br.	Enlarg.	Normal	*	1	1	1	On white film base; for miniatures and coloring.
ADLUX	Chl-Br.	Enlarg.	Normal	*	1	1	1	Film; coated both sides; for rear illumination, etc.
DEFENDER CANVAS	Chl-Br.	Enlarg.	Normal	*†	1	1	1	Fine texture fabric with Velour Black coating; has same quality as paper; takes oil colors.
EASTMAN								
AD-TYPE	Chloride	Contact	Normal	*†	6	1	1	SW. Full scale; cold tones; folds without cracking.
ATHENA	Chloride	Contact	Normal	*†	3	4	3	DW. For portraits; brilliance and fine gradation.
AZO	Chloride	Contact	Normal	*†	6	4	1	S&DW. For amateur, portrait, and commercial work.
ILLUSTRATOR'S AZO	Chloride	Contact	Normal	*†	5	4	1	S&DW. Full scale, chiefly for illustrative work.
RESISTO	Chloride	Contact	Normal	*†	4	1	1	SW. Water-resistant base for rapid processing.
VELITE	Chloride	Contact	Slow	*	1	1	1	SW. Can be handled in normal room light; 3 sizes.
VELOX	Chloride	Contact	Normal	*†	6	1	1	SW. Amateur and photofinishing; blue-black tones.
STUDIO PROOF	P.O.P.	Contact	Slow	*	1	2	1	SW. For proofs. Print by daylight or arc.
ILLUSTRATOR'S SPECIAL	Chl-Br.	Enlarg.	Slow	*†	1	2	1	S&DW. Pure white stock; full scale, rich tones.
KODABROMIDE	Chl-Br.	Enlarg.	Fast	*†	5	3	3	S&DW. Rich black tones; full-scale emulsion; for commercial, pictorial, news work.
OPAL	Chl-Br.	Enlarg.	Fast	*†	1	15	2	DW. For portraits, exhibition prints; warm tones, full scale; wide variety of surfaces.
PLATINO	Chl-Br.	Enlarg.	Fast	*†	2	3	3	S&DW. For higher speed printing; full scale.
PORTRAIT PROOF	Chl-Br.	Enlarg.	Normal	*†	1	1	1	SW. Rough, D.O.P. for proofs, murals, etc.
RESISTO RAPID	Chl-Br.	Enlarg.	Fast	*†	4	1	1	SW. Water resistant base for rapid processing.
ROYAL BROMIDE	Bromide	Enlarg.	Fast	*†	4	1	1	S&DW. Extreme speed for portrait, pictorial work.
VELOX RAPID	Chloride	Enlarg.	Slow	*†	5	1	1	SW. For optical printers; full scale, rich tones.
UNICONTRAST V.R.	Chloride	Enlarg.	Slow	†	1	1	1	SW. Same as above; longer scale.
CARBRO PAPER	Chl-Br.	Enlarg.	Fast	*†	1	1	1	SW. Special paper for making carbro prints.
SUPER SPEED DIR. POS.	Bromide	Camera	Fast	*†	1	1	1	SW. Reversal. Positives by exposure in camera.
TRANSLITE	Chl-Br.	Enlarg.	Fast	*	1	1	1	Film; coated both sides; for rear illumination, enlarged negatives, etc.
REFLEX COPY PAPER	Chloride	Contact	Normal	*†	1	1	1	SW. For reflex copies; 8x10 to 36x42; smooth luster; also smooth matte tracing cloth.
GEVAERT								
NOVAGAS	Chloride	Contact	Normal	*	4	1	1	S&DW. Wide latitude in printing. Glossy surface.
ARTEX PROJECTION	Chl-Br.	Con-Enl.	Fast	*	2	1	1	DW. Warm tones for portrait work. Rough surface.
LARJEX	Chloride	Con-Enl.	Fast	*	4	1	1	SW. For oversize prints, optical printers; glossy.
P.O.P. PROOF	P.O.P.	Contact	Slow	*	1	1	1	SW. For proofs. Print by daylight or arc; glossy.
GEVALÜXE VELOURS	Bromide	Enlarg.	Normal	*†	1	1	1	DW. For portrait, pictorial; warm tones; velour surface.
NOVABROM	Bromide	Enlarg.	Fast	*†	2	1	1	SW. In 50-inch rolls for photo murals; semi-matte.
HALOID								
HALO	Chloride	Contact	Normal	*†	4	1	1	S&DW. Glossy; cold tones, full scale of gradation.
INDUSTRO	Chloride	Contact	Normal	*†	4	4	1	S&DW. Wide latitude; warm tones, portrait, commercial.
HALOBROME	Chl-Br.	Enlarg.	Normal	*†	4	4	1	S&DW. For general amateur use; brilliant tones.
PORTRAYA	Chl-Br.	Enlarg.	Normal	*†	1	2	2	DW. For portrait enlargements; warm tones, wide latitude.
REMINGTON-RAND								
RREMBRANDT	Chl-Br.	Con-Enl.	Normal	*†	1	4	2	DW. Warm tones; for portraits and general use.
RREMLITE	Chl-Br.	Con-Enl.	Slow	*†	1	1	1	SW. Translucent, can be colored; warm tones.

PRINT DRYERS

AREL

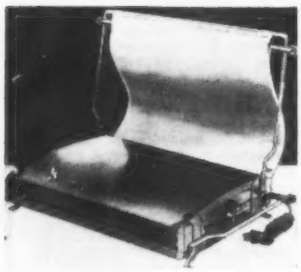


Kent Single Dryer. Electrical, A.C. or D.C.; for semi-matte, matte, and glossy prints; accommodates up to 5x7 prints; takes ferrotype tins; made of polished aluminum drying surface and washable canvas. Price, $6.95 plus tax.



Kent Double Dryer. Electrical, A.C. or D.C.; takes up to 5x7 prints, semi-matte, matte, and glossy prints; takes ferrotype tins; dries eight 5x7 prints at one time. Price, $9.95 plus tax.
DIST., Arel, Inc.

ARKAY

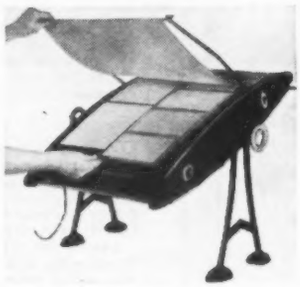


Arkay Flipper F-17. Electrical; accommodates prints up to 12x17 inches (2 prints); takes ferrotype tins; thermostatic control; 110-120 A.C. recommended line voltage; 430 watts; heat selector provides complete control over a large range of temperatures. Price, with chrome ferrotype tin built-in, $29.42; without, $23.04.

Arkay Flipper F-14. Electrical; takes up to 11x15 prints; accommodates ferrotype tin; recommended line voltage same as above; 265 watts; double-sided dryer; unit controlled by fixed heating element electronically measured not to overheat; variable apron tension. Price, $15.55 including tax. With 2 built-in chrome ferrotype plates, $19.43 with tax.

Arkay E-10. Electrical; takes up to 11x15 prints; optional built-in ferrotype tin; takes ferrotype tins; 110 A.C. or D.C. recommended line voltage; 205 watts; single-sided dryer; all welded steel construction; balanced heating element. Price, $8.90 including tax; with built-in chrome ferrotype tin, $11.10, including tax.
MFR., Arkay Laboratories, Inc.

BURKE & JAMES



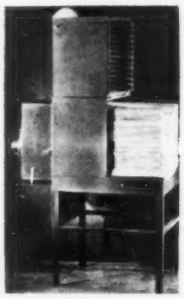
Roxo Double Duty Dryer. Electrical; will take 750 2¾x3¼ prints per hour; takes 2 prints up to 18x24 inches; takes 2 ferrotype tins; thermostatic control; 115 recommended line voltage; reversible, dries matte or glossy prints. Price, $52.
MFR., Burke & James, Inc.

DE MORNAY-BUDD

Universal Drying Cabinet. Electrical; takes prints and film from 2¾x3¼ up to 8x10"; accommodates ferrotype tins; 110 recommended line voltage; 850 watts; dries 35 mm to 8x10 film, and handles blotter rolls and ferrotype tins. Price, $57.50.
MFR., De Mornay-Budd, Inc.

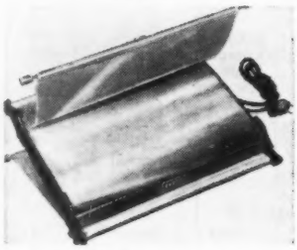
EASTMAN

Kodak Professional. Electrical; takes 200 8x10 prints or their equivalent; accommodates prints up to 19x24 inches in size; all-metal print dryer will dry capacity load without curl in approximately an hour and a half; 50 drying units made of muslin-covered and plain blotters between corrugated boards; these rest

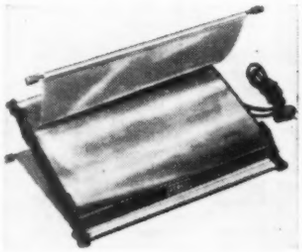


on concave base so prints have backward curl; a 750-watt space heater heats the air while a 10-inch A.C. fan blows through the drying unit. Price, $135, plus tax.
MFR., Eastman Kodak Co.

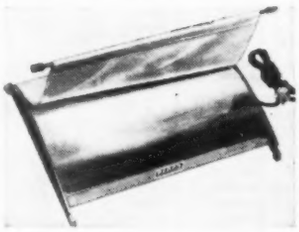
FEDCO



300 Twin Surface. Electrical; takes up to 2 prints 16x20 inches in size; accommodates ferrotype tin; 110 recommended line voltage; 350 watts; handy knobs to turn dryer; tension device for keeping apron tight. Price, $21.95.



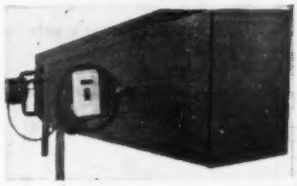
200 Twin Surface. Similar to the above model in features and design; takes 2 prints 11x14 inches in size; 210 watts. Price, $11.



100 Single Surface. Same as above except has only one surface taking up to one 11x14 print; 105 watts. Price, $7.75.

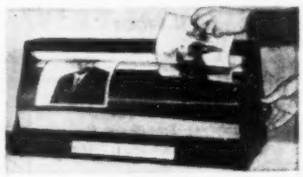
Continuous Motor Driven Drum Dryer: Electrical; drum is 14" wide and 38" in circumference; built-in ferrotype tin; 375 watts; 110, recommended line voltage; will take 40 matte or glossy 8x10 prints per hour; air cooled motor; variable speeds. Price, $150, plus tax.
MFR., Fedco Products.

LIGHTNING-LITE



Portrait Print Dryer. Electrical; takes 350 8x10 prints or its equivalent; accommodates prints up to 19x25"; time controlled so that unit will shut off at pre-set drying period; dries face-up with proper curvature; uses blotter - corrugated - cardboard stack method; heat passes through narrow way for rapid drying; all-metal construction. Price, $145, plus tax.
MFR., Lightning-Lite Co.

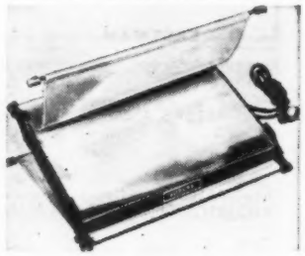
LOTT



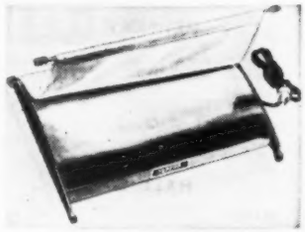
Lott Roto Dryer-Professional Model. Electrical; takes 40 10x14 prints per hour, or 360 3x5 prints per hour; drum-type rotary dryer; chromium plated 24x28 inch surface; 110-120 recommended line voltage; 300 watts; weighs 24 lbs.; pre-shrunk drying belt. Price, $29.95 plus tax.

Amateur Model. Same as the above model except has a 12x28 inch drying surface. Price, $19.95 plus tax.
MFR., Lott Mfg. Co.

WILLOUGHBY'S

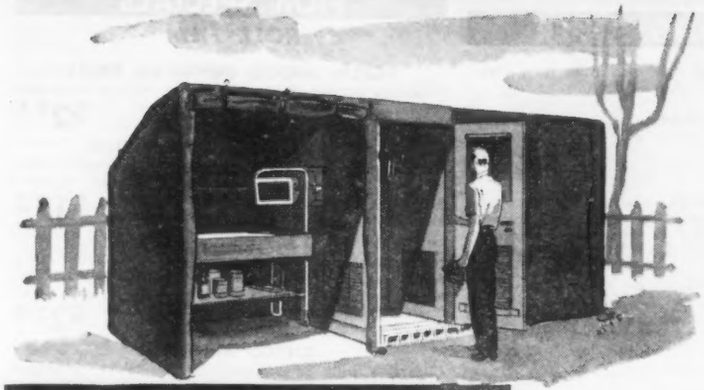


Superb Print Dryer Model 200. Electrical; takes up to 11x14 inch prints; accommodates 10x14 inch ferrotype tins; thermostatic control; 110 recommended line voltage; 200 watts; 11½x15 inch drying surface; has clips to hold ferrotype tins in place; double-faced drying area; dries eight 5x7 prints at one time. Price, $11.



Superb Print Dryer Model 100. Same construction features as the above model; takes one 11x14 print at one time; one drying surface that accommodates a 10x14 ferrotype tin; uses 100 watts on 110 A.C. or D.C. line voltage. Price, $7.75.
DIST., Willoughby's.

WORLD'S LOWEST PRICES ON U. S. AIR FORCES EQUIPMENT



PORTABLE PHOTOGRAPHIC LABORATORY

This beautifully constructed portable darkroom was designed for the Air Forces to be easily erected for ease and rapid processing of all types of photography. This unit—actually two complete darkrooms with three light-tight ventilated doors and a vestibule—provides over 100 square feet of floor area. Entrance may be made from outside while both darkrooms are in use. Entire frame is of sturdy tubular steel construction.

$119.50 For Both Darkrooms

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A heavily bonded portable sink nearly six feet long by two feet wide with built-in drain and large drain hose, storage shelf, safelite attachment and strong tubular steel supports. Sink may be inverted for use as work table or folded into itself for storage or easy transportation.

The Safelite is a sturdily constructed 10x12 Eastman unit complete with OA filter, support and connecting cord.

Sink $38.50 **Safelite $8.50**

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This compact 15 cubic foot assembly houses a powerful electrically-driven blower, a plumbing assembly with faucets for each darkroom and electrical installation with several power outlets for each room. Multiple spun-glass filters cleanse air of aggravating dust. Although engineered for use with the portable photographic laboratory it is ideally suited for installation in all darkrooms **$69.50**

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35mm mach. gun camera W/dbl. lens Hexar 75mm f4.5, Jap., New $155.00
Perfex 55 f2.8 Wollensak Coated with case 72.50
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8x10 or 10x10 S.W., semi-matte, per gross 1.00
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9⅜"x200' S. W. 2.75
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75mm ASTRO PAN-TACHAR, F1.8	$139.50
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*180mm ZEISS TESSAR, F4.5	165.00
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***400mm ASTRO TELEPHOTO F5,** coated	295.00
*508mm BAUSCH & LOMB TELEPHOTO F5.6	225.00
***640mm ASTRO TELEPHOTO F5,** coated	395.00

Lenses marked * are suitable for use with the Delta Scope Reflex Housing, and will be fitted at *no extra charge.*

FILM SPECIALS

ROLL FILM

PB620, ANSCO SUPERPAN PRESS
Tropically packed. Fully guaranteed. Packed in sealed cartons of 12 rolls each. Special price, per dozen **$2.95**

SUPER XX 120, KODAK FILM
Tropically packed in special rolls for automatic cameras *only*, such as the Automatic Rollieflex, Ikoflex. Although shortdated, this film is fully guaranteed. Special price, per dozen **$1.85**

PX 135, 35mm PLUS X
In cartridges of 36 exposures each. Reloaded into metal cartridges and every roll FRAME NUMBERED. We believe this is an outstanding value at this time. Completely guaranteed by us. Specially priced ..... 8 for **$2.50**

ANSCO MINIPAN
Ultra fine grain panchromatic 35mm film in cartridges of 36 exposures, tropically packed at the Ansco factory. Unsurpassed for copying or small detail work, where full color correction and sharpness of detail is required. Passed our every test and fully guaranteed. Specially priced ..... 4 for **$2.50**
$7.00 per dozen

INFRA-RED FILM

35mm INFRA-RED FILM
In metal cartridges of 36 exposures. For many years we have been featuring this unusual medium for dramatic and startling pictures. Have you tried it yet? All you need is this film in your camera, a red or orange filter, and be prepared for the surprise of your life. Specially priced ..... 4 for **$2.50**
$7.00 per dozen

4 x 5 INFRA-RED FILM PACKS
Here's a typical DELTA offering of an almost impossible-to-get item. Just imagine shooting this film with special Infra-Red bulbs*, and taking flash pictures WITHOUT ANY VISIBLE LIGHT being seen. Leave it to Delta to bring something *different* to your attention. Although outdated, we have tested these film-packs, and have found that with a slight addition of restrainer in the developer, it works swell. Tropically packed. Specially priced. Each **$1.00**
6 for $5.00

4 x 5 INFRA-RED CUT FILM
Having the same characteristics and qualities as the film packs, here are 24 sheet boxes of this Infra-Red, which we offer for the cut film user. Thousands of boxes already have been sold, but we've still got plenty. Specially priced. Per 2 dozen **$1.49**

***INFRA-RED FLASH BULBS**
Are available in limited quantities.

GE No. 22R	GE No. 5R
31c ea.	**23c ea.**
Minimum order 6	Minimum order 8

DELTA SUPER SPECIAL

Wide Angle Lens for 2¼ x 3¼ Camera Owners

GOERZ 6cm DAGOR, F6:8 Lens

Here at last is the answer to your dreams for a wide angle lens. This fine lens is mounted in a Kodamatic shutter, with speeds from 1/10th to 1/100th's of a second, including timer and bulb. This lens perfectly covers the 2¼ x 3¼ negative size of the GRAPHIC, BUSH PRESSMAN, FR REPORTER, WATSON PRESS and similar cameras wtih removable lenses. Made especially for this purpose, the coverage and sharpness of this lens is perfect. When stopped down to about F8, the coverage is clean and sharp from corner to corner.

We supply the lens board needed for your camera and mount the lens ready for use with your camera. The shutter is easily synchronized with standard flash guns and will give years and years of service. The lenses are all *Coated* to aid in perfect light transmission. *We guarantee them to give complete satisfaction or your money back!* Send your order *now* while we have them available.

PRICE $73.50

DELTA PHOTO SUPPLY
690-H THIRD AVE.
NEW YORK 17, N. Y.
Cable Address: DELTAFOTO

LEICA ACCESSORIES

The tremendous popularity of the LEICA camera has prompted us to comb the market and even make some of these needed accessories. All available for immediate delivery—just what you need.

LEICA SUNSHADES: SUMMITAR..... $15.05
ELMAR.....3.39 SUMMAR..... 5.95

LENS CAPS: Genuine, made by Leitz . . . for front of lens..... 1.40

LENS CAPS: Genuine, for back of lens, screws into place..... 1.40

CAMERA BODY CAPS protects the camera when lenses are out..... 2.45

RANGEFINDER FILTER: Makes focusing much easier by improving contrast between coincidence images seen. State model camera..... 3.15

GENUINE LEICA FILTERS slip-on for ELMAR, SUMMAR, HEKTOR Lenses. Yellow No. 1, No. 2, No. 3, Green No. 1, Red, Kodachrome Type A, Haze..... 8.68

GENUINE LEICA FILTERS for SUMMITAR F2, screw in, same filters as above..... 7.77

LEICA FILM MAGAZINES for loading your own cartridges..... 7.18

LEICA TAKE UP SPOOLS..... 2.45

LEICA VIII-S FLASH GUN made expressly for flash work with the LEICA Camera..... 63.00

EVEREADY LEATHER CASES for the LEICA Camera, Genuine Leitz made..... 12.50

LEICA MANUAL—Latest edition..... 5.00

LEICA HAIR TRIGGER RELEASE. Instantly installed on your LEICA, permits individual adjustment to any degree for shooting. Permits the use of STANDARD cable releases on the LEICA Camera..... 3.15

LEICA CINE ADAPTER permits the use of *any* LEICA lens on standard "C" mount cameras, such as BOLEX, BELL & HOWELL, VICTOR, KEYSTONE, etc. 5.25

LEICA 8MM CINE ADAPTER, same as above, but permits the use of LEICA Lenses on standard 8mm cameras. Please specify your 8mm camera when ordering 9.75

LEICA CINE KODAK ADAPTER for using the 5cm ELMAR on the KODAK 8mm or 16mm magazine camera. Provides a focusing mount and adapter which is accurately made and precision calibrated from 3 feet to infinity..... 39.50

LEICA ACCESSORIES are a big part of our stock. Write us for anything you need in LEICA ACCESSORIES.

LEICA Prices Go "BOOM"

Leitz has just announced new reduced prices for the latest Model Leica III C Camera. In keeping with our policy of SAVING YOU MONEY, we offer these Now For Immediate Delivery. At these money-saving prices.

ALL BRAND NEW	*Formerly*	*Now*
LEICA III C SUMMITAR F2, Coated	$448.00	$385.00
LEICA III C ELMAR F3.5, Coated	332.00	280.00
ELMAR F3.5, 35mm Wide Angle Lens	Special	123.00

For 16mm Magazine Camera Owner

You know how difficult it is to get films for your magazine camera. Leave it to your **UNCLE DELTA** to come to the rescue with this money-saving plan. Here are PERFECT 16mm Empty magazines, which fit your 16mm magazine camera. If you have a GSAP, KODAK, BELL & HOWELL, REVERE or any other type of similar magazine camera, here's the answer to your problem. LOAD YOUR OWN MAGAZINES and SAVE. Each perfect magazine is provided with simple, easy-to-understand instructions for loading and are priced at only..... ea. **98¢**

16mm x 50' FILM ON CORES

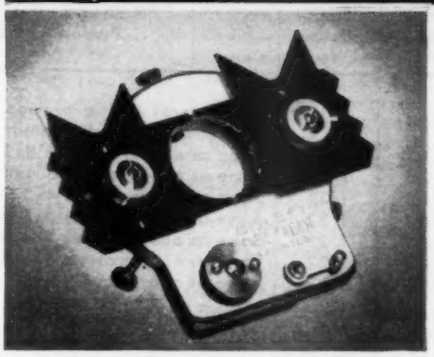
For Loading Into 16mm Magazines

To go with the magazines which we offer, here is perfectly good film, either KODAK SUPER X or ANSCO SUPREME, both suitable for either negative or reversal processing. Altho short-dated, they are fully guaranteed to be perfect. Thousands and thousands of rolls sold to satisfied customers all over the world. Still priced at..... ea. **48¢**

A limited quantity of 16mm x 50' film on cores is available in INFRA-RED emulsion. For pictures that are truly different, here is your opportunity to take a crack at something unusual. Supplied while quantities are available at the special price of..... ea. **59¢**

Buy 'em all by the dozen while we have them in stock.

It's Bargain Time



THE BOSLEY CINE FADER

DELTA proudly presents the BOSLEY CINE FADER. After an absence of many years, we can once again offer this ingenious device, which automatically makes fades, dissolves, laps and other effects with ANY movie camera. Simply and instantly attached to the lens on your movie camera, either 8mm or 16mm, it opens a new field to the amateur movie maker.

Beautifully designed and made in Switzerland with watch-like precision, each one is a jewel of careful workmanship, capable of giving long years of service. Masks are adjustable to give 16 combinations and effects with the different designs on the blades of the moving masks. Place is supplied for different shaped masks, limited only by your own imagination.

Each one fully guaranteed by us, available for immediate delivery. Priced at Federal Excise Tax included..... **$22.50**

16MM FILM

Again Available

For the 16mm film user: 16mm x 100' rolls on daylight loading spools. Fits any 16mm camera and is intended for use where Negative-Positive processing is required. Although past-dated, this film has been rigidly tested and is perfect in every respect. No sign of deterioration is evident. *We completely guarantee every roll.* Available in the following emulsions:

ANSCO, FINOPAN, ULTRA FINE GRAIN ANSCO, SUPERPAN SUPREME, MEDIUM SPEED-FINE GRAIN. (Shipping wt., 1 lb. per roll.) Priced at..... ea. **$1.49**

$17.00 per doz.

(Processing not included. Write for processing price schedule "K.")

CONTACT PAPER

AZO, 7½" x 7½", single weight glossy, Contrast No. 4. Perfect for cutting into smaller sizes for flat, underexposed negatives. Tropically packed. A really bargain price. Per gross ..... **98¢**

6 for $5.00 — 12 for $9.50

AZO, 2¼" x 3¾", double weight semi-matte, Surface E, Contrast No. 2. Tropically packed in boxes of 500 sheets. Specially priced **$1.69**

AZO, 35mm x 100', single weight glossy, Contrast No. 3. Ideal for printing miniature negatives. 35mm perforated and packed in hermetically sealed cans. Never before priced so low. Per can ..... **89¢**

3 for $2.50

AZO, 4" x 5", single weight, glossy, Contrast No. 3, perfect, guaranteed, specially priced. per gross ..... **89¢**

3 gross for $2.50

Delta's Technical Department Services

Almost beyond description are some of the minor miracles that have come out of our Technical Department. Here, happy marriages are made between lenses and shutters. Erring photographic equipment is given a new chance at life. No effort is spared to give you a *complete* service, all available from this one source.

We actually don't pretend to be magicians, but we sincerely try to solve any complex photographic problem which may beset you. Don't give up in despair, bring your problem child to DELTA's ***Technical Department.*** We may have just the medicine it needs. Of course, there's no charge for this service.

Here's a summary of our services.

LENSES: — Cleaned, polished, coated, missing elements supplied, mounted from shutters into focusing mounts or vice versa. Lenses up to 5½" may be coupled to the rangefinder of most miniature cameras, such as Leica, Contax, etc.)

SHUTTERS: — Supplied or repaired. Diaphragms replaced or repaired.

CAMERAS: — Modernized, rangefinders installed, flashguns installed.

Precision repairs to fine miniature cameras such as Leica, Contax, Kine Exakta, Ektra and others is one of our specialties. Try us and be convinced.

FOCUSING MOUNTS

Here is where we really shine. From beginning to end, we can offer something not available from any other source. Lenses are taught to do double and even triple duty in our up-to-the-minute Lens Mounting Shop. Focusing mounts are made to fit your lens and cameras which will permit them to work to utmost perfection on the camera used.

If the lens will cover the negative size, it can be used on any camera. If you have lenses not in use now, send them to DELTA and we'll teach them new tricks and make them work for you.

Mounts coupled to the rangefinder of miniature cameras are easily adapted to your lenses. Any camera, with removable lenses, can be supplied with additional lenses through the use of our focusing mounts. Send your lazy lenses to us; we'll rejuvenate them.

DELTA DOES IT AGAIN

8mm COLOR FILM

Now that 8mm color film is almost impossible to get, it's time for DELTA to offer it to the thousands and thousands of its friends. NOT war surplus, but factory fresh 8mm color film, with developing included in the price. Each and every roll is fully guaranteed and to go with it, we offer the companion Black & White film in two speeds. Save money by buying the combination offer of all three types.

8mm Color Film, 25 foot rolls $4.00
8mm Black & White, 50 Weston, 25' rolls 1.50
8mm Black & White, 100 Weston, 25' rolls 1.75

(Processing included. Return postage no extra charge.)

SPECIAL COMBINATION OFFER

1—8mm 50 Weston $1.50
1—8mm 100 Weston 1.75
1—8mm Color, 8 Weston 4.00

TOTAL $7.25

SPECIAL COMBINATION OFFER Postpaid in U.S.A. **$6.75**

IMPORTANT NOTICE

No C.O.D. shipments without 20% deposit. Our low prices do not permit us to absorb postage. Please include shipping costs with your remittance. Orders received without postage will be shipped Railway Express Collect. Send sufficient postage; we will refund excess amounts. We do prepay and include insurance without charge.

DELTA PHOTO SUPPLY
690-H THIRD AVE.
NEW YORK 17, N. Y.
Cable Address: DELTAFOTO

PHOTOGRAPHIC LENSES

(All lenses listed have iris diaphragm unless otherwise specified. Accessory lenses for specific cameras will be found under camera listings.)

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
BAUSCH & LOMB					
TESSAR Ic, Anastigmat	3 5/8"	f/4.5	f/32	Still cameras and enlarging; barrel mount; 4 elements; grain chrome finish; coated; covers 2 1/4x3 1/4 film.	$ 47.60 Inc. F.E.T.
	4 3/8"	f/4.5	f/32	Same as above; covers 2 1/2x3 1/2 film.	53.14 Inc. F.E.T.
	5 1/2"	f/4.5	f/32	Same as above; covers 3 1/4x4 1/4 film.	64.63 Inc. F.E.T.
	6 1/2"	f/4.5	f/32	Same as above; covers 4x5 film.	78.28 Inc. F.E.T.
	7 1/2"	f/4.5	f/32	Same as above; covers 5x7 film.	90.18 Inc. F.E.T.
	8 1/4"	f/4.5	f/32	Same as above; covers 5x8 film.	112.41 Inc. F.E.T.
	10"	f/4.5	f/32	Same as above; covers 6 1/2x8 1/2 film.	160.71 Inc. F.E.T.
	12"	f/4.5	f/32	Same as above; covers 8x10 film.	270.90 Inc. F.E.T.
EXTREME WIDE ANGLE PROTAR Series V, Anastigmat	3 1/2"	f/18	f/45	Still cameras; barrel mount; 4 elements; satin black finish; coated; covers 4x5 film.	54.25 Inc. F.E.T.
	4 1/2"	f/18	f/45	Same as above; covers 5x7 film.	60.90 Inc. F.E.T.
TESSAR IIb, Anastigmat	6 1/4"	f/6.3	f/45	Still cameras and enlarging; barrel mount; 4 elements; grain chrome finish; coated; covers 4x5 film.	53.14 Inc. F.E.T.
CONVERTIBLE PROTAR VIIa, Anastigmat	12"	f/7		Still cameras; a doublet consisting of two VII Protars which can be used separately or in combinations; supplied in Betax or Ilex Acme shutters; 8 elements; black satin finish; coated; front lens, 23 1/2"—Rear lens, 19"; covers 8x10 film.	386.11 Inc. F.E.T.
BALTAR	35 mm	f/2.3		For 35 mm motion picture cameras; 6 elements; barrel mount; uncoated.	134.17 Inc. F.E.T.
	40 mm	f/2.3		Same as above.	140.00 Inc. F.E.T.
	100 mm	f/2.3		Same as above.	192.52 Inc. F.E.T.
	152 mm	f/2.7		Same as above.	239.17 Inc. F.E.T.
	25 mm	f/2.3		For 35 mm motion picture cameras; 6 elements; barrel mount; coated.	145.83 Inc. F.E.T.
	30 mm	f/2.3		Same as above.	145.83 Inc. F.E.T.
	35 mm	f/2.3		Same as above.	151.67 Inc. F.E.T.
	40 mm	f/2.3		Same as above.	157.50 Inc. F.E.T.
	50 mm	f/2.3		Same as above.	157.50 Inc. F.E.T.
	75 mm	f/2.3		Same as above.	175.00 Inc. F.E.T.
	100 mm	f/2.3		Same as above.	210.00 Inc. F.E.T.
	152 mm	f/2.7		Same as above.	256.67 Inc. F.E.T.
MICRO TESSAR	16 mm	f/4.5		Enlarging, photomacrography; 4 elements in barrel mount; coated; satin black finish.	50.00 Tax Free
	32 mm	f/4.5	f/16	Same as above.	65.00 Tax Free
	48 mm	f/4.5	f/22	Same as above.	65.00 Tax Free
	72 mm	f/4.5	f/22	Same as above.	75.00 Tax Free
MICRO ENLARGING TESSAR	3 5/8"	f/4.5	f/32	Enlarging; barrel mount; click stops; 4 elements; coated; covers 35 mm film; grain chrome finish.	70.00 Inc. F.E.T.
BELL & HOWELL					
AMSIX	17 mm	f/2.7	f/16	For 16 mm movie cameras; coated; color corrected; in focusing mount; wide-angle lens.	73.83 Inc. Tax
	1"	f/2.5	f/16	Same as above; in fixed-focus mount.	49.50 Plus Tax
LUMAX	1"	f/1.9	f/16	For 16 mm movie cameras; coated; color corrected; in focusing mount.	73.00 Plus Tax
SUPER COMAT	1/2"	f/1.9	f/22	For 8 mm movie cameras; coated; color corrected; in focusing mount.	73.00 Plus Tax
TELATE	1 1/2"	f/3.5	f/22	For 8 mm movie cameras; coated; color corrected; in focusing mount.	81.67 Inc. Tax
	2"	f/3.5	f/22	Same as above. Available also in 16 mm mounts.	76.42 Inc. Tax
	3"	f/4	f/32	Same as above. For 16 mm movie cameras.	94.50 Inc. Tax
	4"	f/4.5	f/32	Same as above.	109.09 Inc. Tax
	6"	f/4.5	f/32	Same as above.	141.75 Inc. Tax
BOLSEY					
BOLSEY-ANGENIEUX, Anastigmat	50 mm	f/1.8		Corrected 5-element anastigmat; all surfaces coated; for black-and-white and color work; bayonet mounting; iris diaphragm.	360.87
	50 mm	f/2.9		Same as above; 3-element lens.	173.93
	75 mm	f/3.5		Same as above.	210.04
	90 mm	f/2.5		Same as above.	281.64
	135 mm	f/3.5		Same as above.	300.77
DALLMEYER **Dist. Alco Photo Supply**					
SERRAC, Series XV, Anastigmat	1 1/4"	f/4.5		Good coverage and definition; free from glare; supplied in sunk mounts, focusing mounts, between-lens shutters; covers 1x1 1/4 film.	Upon Request
	1 1/2"	f/4.5		Same as above; covers 1x1 1/2 film.	
	2"	f/4.5		Same as above; covers 1x1 1/2 film.	
	3"	f/4.5		Same as above; covers 1 3/4x2 3/8 film.	
	3 1/2"	f/4.5		Same as above; covers 2 1/4x3 1/4 film.	

PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
DALLMEYER—(SERRAC, Series XV, Anastigmat)—Cont.	4″	f/4.5		Same as above; covers 2 ¼x3 ¼ film.	Upon Request
	4 ½″	f/4.5		Same as above; covers 2 ½x3 ½ film.	
	4 ¾″	f/4.5		Same as above; covers 2 ½x3 ½ film.	
	5.3″	f/4.5		Same as above; covers 3 ¼x4 ¼ film.	
	6″	f/4.5		Same as above; covers 4x5 film.	
	6 ½″	f/4.5		Same as above; covers 3 ¼x5 ½ film.	
	7″	f/4.5		Same as above; covers 4 ¾x6 ½ film.	
	7 ½″	f/4.5		Same as above; covers 4 ¾x6 ½ film.	
	8″	f/4.5		Same as above; covers 5x7 film.	
	8 ½″	f/4.5		Same as above; covers 5x7 film.	
	10″	f/4.5		Same as above; covers 5x8 film.	
	12″	f/4.5		Same as above; covers 6 ½x8 ½ film.	
	14″	f/4.5		Same as above; covers 6 ½x8 ½ film.	
	16″	f/4.5		Same as above; covers 8x10 film.	
	18″	f/4.5		Same as above; covers 10x12 film.	
SUPER-SIX, Anastigmat	1″	f/1.9		For still and movies; 6 elements; sharp image over an angle of approx. 50°; fully corrected; focusing mount with focusing scale; covers 19x25.4 mm film.	Upon Request
	1 ¼″	f/1.9		Same as above; covers 19x25.4 mm film.	
	1 ½″	f/1.9		Same as above; covers 19x25.4 mm film.	
	1 ¾″	f/1.9		Same as above; covers 19x25.4 mm film.	
	2″	f/1.9	f/32	Same as above; covers 24x36 mm film.	
	2 ¼″	f/1.9		Same as above; covers 24x36 mm film.	
	2 ½″	f/1.9		Same as above; covers 24x36 mm film.	
	3″	f/1.9		Same as above; covers 4 ½x6 cm film.	
	3 ¼″	f/1.9		Same as above; covers 4 ½x6 cm film.	
	4″	f/1.9		Same as above; covers 2 ¼x3 ¼ film.	
	5″	f/1.9		Same as above; covers 2 ½x3 ½ film.	
	6″	f/1.9		Same as above; covers 3 ¼x4 ¼ film.	
	8″	f/1.9		Same as above; covers 4x5 film.	
DALLMEYER STIGMATIC, Series II	4″	f/6		Convertible anastigmat; general purpose lens; fully corrected; brass mount with iris diaphragm; the front lens components, when used alone in original position, will give approx. twice focal length of complete lens, with a corresponding decrease in equivalent aperture; the back combination, used alone, increases focal length approx. half the normal focal length of the complete lens, with a corresponding decrease in equivalent aperture. Covers 2 ¼x3 ¼ film.	Upon Request
	4.5″	f/6		Same as above; covers 2 ½x3 ½ film.	
	5.3″	f/6		Same as above; covers 3 ¼x4 ¼ film.	
	6.4″	f/6		Same as above; covers 4x5 film.	
	7.6″	f/6		Same as above; covers 4 ¾x6 ½ film.	
	9″	f/6		Same as above; covers 5x8 film.	
	10.7″	f/6		Same as above; covers 6 ½x8 ½ film.	
	13 ″	f/6		Same as above; covers 8x10 film.	
	15.1″	f/6		Same as above; covers 10x12 film.	
ADON TELEPHOTO, Series XI	6″	f/4.5		Fixed separation; magnification approx. 2x linear; camera extension necessary for objects at infinity is approx. half the equivalent focal length of lens; black enamel mount finish; tubular lens hood extra; covers ¾x1 film.	Upon Request
	9″	f/4.5		Same as above; covers 2 ¼x3 ¼ film.	
	10″	f/4.5		Same as above; covers 2 ½x3 ½ film.	
	12″	f/4.5	f/45	Same as above; covers 3 ¼x4 ¼ film.	
	14″	f/4.5		Same as above; covers 4x5 film.	
	17″	f/4.5		Same as above; covers 3 ½x5 ½ film.	
	20″	f/4.5		Same as above; covers 4 ¾x6 ½ film.	
	24″	f/4.5		Same as above; covers 5x7 film.	
DALLON ANASTIGMAT TELEPHOTO	4″	f/5.6		Fixed separation; magnification approx. 2x linear; camera extension necessary for objects at infinity is approx. half the equivalent focal length of lens; black enamel finish; rigid mount; covers 24x36 mm film.	Upon Request
	6″	f/5.6		Same as above; covers 4 ½x6 cm film.	
	9″	f/5.6		Same as above; covers 2 ½x3 ½ film.	
	10″	f/5.6		Same as above; covers 2 ½x3 ½, 3 ¼x4 ¼ films.	
	11″	f/5.6		Same as above; covers 3 ¼x4 ¼ film.	
	12″	f/5.6		Same as above; covers 3 ¼x4 ¼, 4x5 films.	
	14″	f/5.6		Same as above; covers 3 ½x5 ½ film.	
	17″	f/5.6		Same as above; covers 4 ¾x6 ½ film.	
	20″	f/5.6		Same as above; covers 5x7 film.	
	24″	f/5.6		Same as above; covers 6 ½x8 ½ film.	
	30″	f/5.6		Same as above; covers 6 ½x8 ½ film.	
	24″	f/6.5		Same as above; covers 6 ½x8 ½ film.	
	30″	f/6.5		Same as above; covers 6 ½x8 ½ film.	
	15″	f/6.8		Same as above; magnification approx. 2 ½x linear; requires camera extension of 6 inches; covers 3 ¼x4 ¼ film.	
SPEED ANASTIGMAT	¾″	f/1.5	f/16	For amateur cinematography; suited for high magnification; 28° field with 1-inch focus lens; fully corrected; in focusing mount with scale; color corrected.	Upon Request

(Continued)

PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
DALLMEYER—(SPEED ANASTIGMAT)—Continued	1"	f/1.5	f/16	Same as above.	
	2"	f/1.5	f/16	Same as above.	
	3"	f/1.5	f/16	Same as above.	
WIDE ANGLE ANASTIGMAT	60 mm	f/6.5	f/45	Approx. angle 100°; full aperture used for focusing only; working aperture from f/11; flat field; critical definition; at f/16 they cover perfectly the film for which they are listed; covers 2½x3½ film.	Upon Request
	3¼"	f/6.5	f/45	Same as above; covers 3¼x5½ film.	
	4¼"	f/6.5	f/45	Same as above; covers 5x7 film.	
	5¼"	f/6.5	f/45	Same as above; covers 6½x8½ film.	
	6¼"	f/6.5	f/45	Same as above; covers 8x10 film.	
	7⅞"	f/6.5	f/45	Same as above; covers 10x12 film.	
	9"	f/6.5	f/45	Same as above; covers 12x15 film.	
DALLMEYER CINE-TELEPHOTO	1½"	f/4		Linear magnifications from 3 to 12 times; varies in proportion to focal length of lens used; field of view decreased in same ratio; spiral lens mount focus; metal iris diaphragm; lens hood; magnification over 1" lens is 3x on 8 mm only.	Upon Request
	3"	f/3.5		Same as above; mag. 3x.	
	3"	f/4		Same as above; mag. 3x.	
	3¾"	f/3.3		Same as above; mag. 3¾x.	
	4"	f/3.5		Same as above; mag. 4x.	
	4"	f/4.5		Same as above; mag. 4x.	
	6"	f/3.5		Same as above; mag. 6x.	
	6"	f/4.5		Same as above; mag. 6x.	
	6"	f/5.6		Same as above; mag. 6x.	
	9"	f/4.5		Same as above; mag. 9x.	
	9"	f/5.6		Same as above; mag. 9x.	
	10"	f/4.5		Same as above; mag. 10x.	
	10"	f/5.6		Same as above; mag. 10x.	
	12"	f/4.5		Same as above; mag. 12x.	
	12"	f/5.6		Same as above; mag. 12x.	
DALLMEYER ENLARGING Anastigmat	2"	f/3.5	f/16	Gives critically sharp enlargements; color corrected; 4 elements; brass mount with click stops; black enamel finish.	Upon Request
	2"	f/4.5	f/16	Same as above; negative size to 24x36 mm.	
	60 mm	f/4.5	f/16	Same as above; negative size to 2¼x2¼.	
	76 mm	f/4.5	f/16	Same as above; negative size to 2¼x3¼.	
	101 mm	f/4.5	f/16	Same as above; negative size to 2½x3½.	
	114 mm	f/4.5	f/16	Same as above; negative size to 3¼x4¼.	
	134 mm	f/4.5	f/16	Same as above; negative size to 4x5.	
	152 mm	f/4.5	f/16	Same as above; negative size to 3¼x5½.	
	178 mm	f/4.5	f/16	Same as above; negative size to 4x6.	
	190 mm	f/4.5	f/16	Same as above; negative size to 4¾x6½.	
	203 mm	f/4.5	f/16	Same as above; negative size to 4¾x6½.	
EASTMAN					
KODAK EKTAR, Anastigmat	101 mm	f/4.5	f/32	Highly corrected for color; 4 elements with rear pair cemented; coated; Kodak Flash Supermatic shutter; covers 2¼x3¼.	$ 69.00 Plus Tax
	105 mm	f/3.7	f/32	Same as above; 5 elements with two cemented pairs; covers 2¼x3¼ film.	90.00 Plus Tax
	127 mm	f/4.5	f/32	Same as 101 mm; aluminum mount; covers 3¼x4¼; in Supermatic X shutter, $70.00; in Flash Supermatic.	75.00 Plus Tax
	127 mm	f/4.5	f/32	Same as above; in barrel mount.	50.00 Plus Tax
	152 mm	f/4.5	f/45	Highly color corrected; 4 elements with rear pair cemented; coated; No. 3 Kodak Flash Supermatic shutter; covers 4x5 film.	105.00 Plus Tax
	8"	f/7.7	f/45	Same as above; 4 elements; air spaced; coated; Kodak Flash Supermatic shutter; covers 5x7 film.	72.50 Plus Tax
KODAK COMMERCIAL EKTAR	8½"	f/6.3	f/45	Designed for color work; well suited for portrait and exacting commercial work; 4 elements; rear pair cemented; coated; barrel mount; covers 5x7 film. Barrel mounts have diaphragm setting ring with click stops.	110.00 Plus Tax
	8½"	f/6.3	f/45	Same as above; in No. 3 Ilex Acme Synchro shutter.	162.00 Plus Tax
	10"	f/6.3	f/45	Same as above; in barrel mount; covers 6½x8½ film.	150.00 Plus Tax
	10"	f/6.3	f/45	Same as above; in No. 4 Ilex Acme Synchro shutter.	204.00 Plus Tax
	12"	f/6.3	f/45	Same as above; in barrel mount; covers 8x10 film.	187.50 Plus Tax
	12"	f/6.3	f/45	Same as above; in No. 4 Ilex Acme Synchro shutter.	242.50 Plus Tas
	14"	f/6.3	f/45	Same as above; in barrel mount; covers 8x10 film.	220.00 Plus Tax
	14"	f/6.3	f/45	Same as above; in No. 5 Ilex Universal Synchro shutter.	265.00 Plus Tax
KODAK WIDE FIELD EKTAR	80 mm	f/6.3	f/32	Highly corrected for color; 4 elements; air spaced; all air-glass surfaces coated; maintain high degree of perfection at unit magnification; focus does not change at various stops; screw-in filter retaining rings; Kodak Flash Supermatic shutter; covers 2¼x3½ at f/6.3 with 75° field; 3¼x4¼ film at f/16 with 80° field.	120.00 Plus Tax
	100 mm	f/6.3	f/32	Same as above; covers 3¼x4¼ at f/6.3 with 75° field; 4x5 film at f/16 with 80° field.	130.00 Plus Tax
	135 mm	f/6.3	f/32	Same as above; covers 4x5 at f/6.3 with 75° field; 5x7 film at f/16 with 80° field.	150.00 Plus Tax

DIRECTORY SPECIALS!

Compare

35MM

	NEW	LIKE NEW
Argus A2, F:4.5, case	$ 37.58	
Argus C III, F:3.5, case	78.08	$ 53.00
Bantam, Flash, F:4.5	57.72	48.50
Bantam, Special, F2		129.00
Bosley "3," F:3, ctd, RF	55.90	
Clarus, Woll., F:2.8, ctd	115.25	82.00
Contaflex, Sonnar, F:1.5		348.00
Kodak Ektar F:1.9, case		338.00
Kodak Ektar F:3.5, case		224.00
Kardon, F:2	306.25	189.00
Kine Exakta Biotar F:2	425.00	308.00
Kine Exakta Tessar F:2.8	258.00	198.00
Kodak 35, RF F:3.5	86.58	64.00
Mercury II, F:2.7	82.50	38.00
Perfex "101" RF	39.99	28.00
Perfex DeLuxe, F:2.8	99.00	67.00
Retina I, F:3.5	93.00	68.00
Retina IIA, F:2 ctd., case	195.00	162.00
Robot IIS, Tessar F:2.8		78.00
Stereo Realist	162.50	
Tenax II, Sonnar F:2		154.00
Tenax II, Tess. F:2.8		123.00
Vokar II, F:2.8, latest	76.00	58.00
Zeiss, Ikonta F:3.5, case	83.00	55.00
Voigtl. Vito, Skopar F:3.5	69.00	51.00

LEICA CAMERAS & LENSES

	NEW	LIKE NEW
Leica D, Elmar F:3.5		$128.00
Leica F, Summar F:2		178.00
Leica G, Summar F:2		218.00
Leica III B, Summar F:2		[illegible]
Leica Standard, F:3.5		74.00
Leica III C, Elmar F:3.5	$280.00	[illegible]
Leica III C, Summitar F:2	385.[illegible]	[illegible]
Leica III C, Xenon F:1.5	[illegible]	[illegible]
Leica FF 250 Exposure, F:3.5		[illegible]
28mm Hektor, F:6.3, W.A.	[illegible]	[illegible]
35mm Elmar, F:3.5, W.A.	[illegible]	79.00
50mm Sonnar, F:1.5, ctd.	[illegible]	140.00
50mm Elmar, F:3.5	98.00	43.00
50mm Summar, F:2	128.[illegible]	[illegible]
50mm Summitar, F:2, ctd.	220.[illegible]	[illegible]
50mm Xenon, F:1.5	[illegible]	178.00
73mm Hektor, F:1.9	[illegible]	154.00
85mm Sonnar, F:2, cpld		[illegible]
90mm Elmar, F:4	[illegible]	[illegible]
90mm Thambar, F:2.2	[illegible]	184.00
135mm Hektor, F:4.5	236.00	[illegible]
Leitz VIII S[illegible]zer	63.00	[illegible]
Jen Leica-[illegible]	32.[illegible]	[illegible]
Leitz Ere[illegible]der	[illegible]	[illegible]
Leitz Vi[illegible]der	[illegible]	[illegible]
Sliding [illegible]g Attach.	[illegible]	[illegible]
Leitz S[illegible]j., 300 W	[illegible]	[illegible]
Nooky [illegible] lenses	[illegible]	36.00
Leica [illegible], latest	5.00	4.00
Leica [illegible] Case for F:1.5	15.[illegible]	
Micro [illegible] Attach	120.00	

CONTAX CAMERAS & LENSES

	NEW	LIKE NEW
Contax I, [illegible]		$ 98.00
Contax II, [illegible]		238.00
Contax III, Sonnar F:2		[illegible]
Contax III, Sonnar F:1.5		[illegible]
28mm Tessar, F:8, W.A.	$145.00	[illegible]
35mm Biogon, F:2.8, W.A.	288.[illegible]	[illegible]
35mm Orthometar, F:4.5	228.[illegible]	175.00
50mm Sonnar, F:1.5	235.00	168.00
85mm Triotar' F:4	174.00	132.00
85mm Sonnar, F:2	315.00	258.00
135mm Sonnar, F:4	224.00	178.00
18cm Sonnar, F:2.8, cpld		375.00
Contameter I, II		78.00

REFLEX

	NEW	LIKE NEW
Argoflex, Model EM	$ 72.90	
Argoflex, F:4.5 ctd., case	69.62	$ 54.00
Ciroflex, F:3.5 Alphax, case	85.48	63.00
Ciroflex, F:3.5 Rapcx, case	107.90	83.00
Exakta B Tessar, F:2.8		126.00
2 ¼x3 ¼ R.B. Graflex	157.50	79.00
Ikoflex I, Novar F:3.5	111.00	79.00
Ikoflex I, Tess. F:3.5 ctd., case	132.00	
Ikoflex III, Tessar F:2.8		243.00
Kodak Reflex, F:3.5, case	137.92	98.50

TRADE YOUR CAMERA
WRITE TODAY FOR FREE QUOTATION

	NEW	LIKE NEW
Korelle II, Tessar F:2.8		$143.50
Rolleicord II A, F3.5	$155.00	128.00
Rolleicord I, F:4.5		84.00
Auto Rollei, Xenar F:3.5 ctd	225.00	175.00
Auto Rollei, Tess. F:3.5	253.00	213.00
Primaflex, F:2.7		142.00
3 ¼x4 ¼ Super D Graflex, Autom. Diaphr.	244.80	
3 ¼x4 ¼ Auto. Graflex, F:4.5		112.00
4x5 Super D Graflex, F:5.6	259.35	
3 ¼x4 ¼ Graflex B		69.50
4x5 Graflex D, F:4.5		125.00
Uniflex I, F:5.6 ctd	48.00	
Uniflex II, F:4.5 ctd	75.00	

ROLL FILM

	NEW	LIKE NEW
Kodak Tourist Case		$ 71.00
Duo Six 20, F:3.5 RF, Latest		109.00
Medalist I, Ektar F:3.5		134.00
Medalist II, Ektar F:3.5	$297.50	218.00
Minox, Latest, F:3.5		148.00
Plaubel Makina II, F:2.9		98.00
Plaubel Makina II S, F:2.9		224.00
Super Ikonta A, Xenar F:3.5	171.00	124.00
Super Ikonta A, Tess., F:3.5, Case	194.00	132.00
Super Ikonta B, Tess., F:2.8	264.00	178.00
Super Ikonta Bx, F:2.8	330.00	238.00
Super Ikonta C Spec., Tessar 3.5		169.00
Voigt Bessa, Skopar F:3.5	69.00	
Monte Carlo, F:3.5	63.75	[illegible]47.50
Zeiss Ikonta B, Tess., F:3.5 1/500	105.0[illegible]	79.00
Zeiss Ikonta A, Tess., F:3.5	108.[illegible]	82.00

PRESS-VIEW

	NEW	LIKE NEW
4x5 Busch, Mod. "D"	[illegible]	
4x5 or 3 ¼x4 Anniversary Graphic, F:4.7, Range Finder, Gun, Adapter, [illegible]		[illegible]
2 ¼x3 ¼ Gr[illegible], RF	[illegible]	168.00
Pacemaker [illegible]	[illegible]	
Pacemaker [illegible]	[illegible]	
[illegible]	[illegible]	
[illegible]	171.30	
[illegible]	248.40	
[illegible]	4.15	3.25
[illegible] Busch, F:4.5, RF	179.00	128.00
[illegible] Te[illegible], 6" Xenar Hellar, F:4.5 [illegible] FdR.	440.00	
4x5 B&J Press, F:4.5	118.00	[illegible]
4x5 Graphic View, F:7.7	207.[illegible]	[illegible]
Meridian, F:4.7 Ektar, [illegible] Gun.	[illegible]	247.00
Dormitzer Flash AC & Batt.	[illegible]	

** N[illegible] Projectors equipped with [illegible] PREVIEW SCREEN

MOVIE

8mm PROJECTORS

	NEW	LIKE NEW
** Am[illegible]	$168.00	$132.00
B&H [illegible] 400	187.50	
B&H [illegible] Master 750W	262.00	
[illegible] 1000 Cordomatic	159.50	126.00
[illegible] 750	139.50	
Kodeko 8, 750 W	89.50	
** Keystone R8, 500W, case	77.50	56.00
** Keystone K108, case	141.50	
** Revere Deluxe, case	127.50	

16mm PROJECTORS

	NEW	LIKE NEW
Ampro Imperial	$276.00	$198.00
B&H Diplomat	273.30	
B&H Showmaster	312.00	
** Keystone K160	119.50	97.00
Revere 750W, case	142.50	

8mm CAMERAS

	NEW	LIKE NEW
Bolex H-8, F:1.9	$339.00	$238.00
B&H Sportster, F:2.5	102.61	68.00
B&H Companion, F:2.5	89.83	
Keystone K 22, F:2.5	67.50	
Keystone K40 Mag., F:2.5	116.50	
Keystone K45 Turret, F:2.5	135.50	
Kodak Mag., 90, F:1.9	145.83	118.00
Revere 87, F:2.5	77.50	
Revere 99 Turret, F:2.8	110.00	72.00
Revere 70 Mag., F:2.8	127.50	
Revere 71 Mag., F:1.9	155.00	
Revere 60 Mag. Turret, F:2.8	152.50	
Perfex Magazine, F:2.5	99.50	65.00

EXPORT, INDUSTRIAL AND GOVERNMENTAL ORDERS FILLED PROMPTLY

16mm CAMERAS

	NEW	LIKE NEW
B&H 70 DA Turret, F:1.9	$307.17	$198.00
B&H Autoload, F:1.9 foc.	214.08	
B&H Autoload, F:2.5	186.67	
B&H Automaster Turret, F:2.5	305.08	206.00
B&H 70 DE, F:1.9	381.50	
Bolex H-16, F:1.5	343.00	242.00
Cine Special, F:1.9		439.00
Cinklox, F:2.5 coated	76.15	49.50
Keystone A7, F:2.5 ctd	74.50	56.00
Revere Magazine, F:2.5	127.50	
Revere Magazine, F:1.9	155.00	
Revere Mag. Turret, F:1.9	187.50	
Zeiss Movikon, F:1.4 cpld. RF		450.00
Victor IV, F:1.5	221.75	158.00

16mm SOUND PROJECTORS

	NEW	LIKE NEW
Apollo Sound, Latest	$129.50	
Ampro Premier 20	540.00	$435.00
Ampro Paramount 20	495.00	
B&H Filmo New Academy	495.00	
B&H Filmo Cordomatic	603.00	
Ampro Century 5	285.00	
Natco Professional	289.50	
Revere Sound Proj.	287.50	
Victor Model 60	489.00	384.00
Victor Lightweight	375.00	
Moviemite	246.[illegible]	174.00

MISCELLANEOUS

	NEW	LIKE NEW
Sawyers View Master	[illegible]	
El[illegible] Print T[illegible]	[illegible].25	
[illegible] 3-se[illegible], chrome	3.89	
[illegible], 16mm Splicer	16.5[illegible]	$ 12.00
Ar[illegible] Slide Proj.	27.[illegible]	21.50
G[illegible] 3[illegible] Proj. case	[illegible]	52.00
[illegible]	[illegible]	52.00
SVE Model AK, w/case	[illegible]	49.00
SVE Model AAA, w/case	[illegible]	58.00
[illegible] Jr. Tripod	23.50	18.00
[illegible]mat Daylight Loader	12.32	

ENLARGERS

	NEW	LIKE NEW
Leitz Focomat, 1B, Latest	$168.00	$118.00
DeJur Versatile I, F:4.5	118.65	93.00
DeJur Versatile II, F:4.5	99.00	79.00
Elwood S25x7 [illegible]	80.50	58.00
Federal [illegible]	53.00	
Fed[illegible], F:6.3	39.50	
Federal 450, w/lens	112.50	89.00
[illegible] DeJur Prof., F:4.5	162.25	133.00
Solar 4x5 Cond., F:4.5		128.00
Solar 120 Cond., F:4.5	87.18	
Omega D2 4x5	178.90	
Solar 5x7	84.59	
Automega E3	379.17	

EXPOSURE METERS

	NEW	LIKE NEW
DeJur Lifetime	$ 32.50	$ 25.50
G.E. DW58	19.95	13.75
General Electric PRI	32.50	
Weston Master II	29.67	21.50
Norwood Director	32.08	

LENSES

	NEW	LIKE NEW
4 ¼" F:4.5 Rodenstock cpr.		$ 26.00
4 ¼" F:4.5 Zeiss Tessar cpr.		32.00
5 ¼" F:4.5 Skopar cpr.		32.50
5 ¼" F:4.5 Zeiss Tess. cpr.		39.00
5" F:4.7 Ektar Supermatic		54.00
5 ¼" F:4.5 Optar Graphex		64.00
6" or 6 ½" Xenar F:3.5 cpr.		64.00
6 ½" Ilex F:4.5 Synchro shutter		86.00
7 ½" Ilex F:4.5 Synchro shutter		104.00
7 ½", 12", 15" Turner Reich, conv. ctd. Synchro	$166.40	125.00
12" Ilex F:4.5 Acme shutter		148.00
12" Turner Reich F:7, conv. Betax		149.50
19" Xenar F:4.5 Barrel, new		189.50
20" Dogmar F:4.5 Barrel		139.00

SPECIALS!

	NEW	LIKE NEW
1" Kodak Cine Ektar F:1.4 ctd.	$233.33	
1" Cine Raptar F:1.5 ctd.	92.50	
3 ¼x4 ¼ Linhof Stand. Tess. F:4.5, RF		$138.00
3 ¼x4 ¼ Technika, Tess., F:4.5, RF		214.00

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PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
EASTMAN—(KODAK WIDE FIELD EKTAR)—Continued	190 mm	f/6.3	f/45	Same as above; No. 4 Ilex Acme Synchro shutter; covers 5x7 at f/6.3 with 75° field; 8x10 film at f/16 with 80° field.	$200.00 Plus Tax
	250 mm	f/6.3	f/45	Same as above; No. 5 Ilex Universal Synchro shutter; covers 8x10 at f/6.3 with 75° field; 11x14 film at f/16 with 80° field.	235.00 Plus Tax
KODAK CINE EKTAR	9 mm	f/2.7		Uses Ektar formula; highly color corrected; hooded and baffled duraluminum mount; built-in focusing scale; coated; wide-angle for 8 mm movie cameras.	37.50 Plus Tax
	15 mm	f/2.7		Same as above. Wide-angle for 16 mm cameras.	56.00 Plus Tax
	25 mm	f/1.4		Same as above. For 8 and 16 mm cameras; telephoto lens on 8 mm cameras.	200.00 Plus Tax
	25 mm	f/1.9		Same as above. Also available for Type C mount.	70.00 Plus Tax
	38 mm	f/2.5		Same as above. Telephoto for 8 and 16 mm cameras.	48.50 Plus Tax
	50 mm	f/3.5		Same as above.	47.50 Plus Tax
	50 mm	f/1.6		Same as above.	95.00 Plus Tax
	63 mm	f/2.7		Same as above.	65.00 Plus Tax
	102 mm	f/2.7		Same as above. For 16 mm cameras.	82.00 Plus Tax
	152 mm	f/4.5		Same as above.	93.00 Plus Tax
KODAK ENLARGING EKTANON	7½"	f/4.5	f/32	Color corrected 4-element lens; rear pair cemented; barrel mount; iris diaphragm; click stops; coated; takes negatives up to 5x7; for lensboard mounting, flange furnished.	68.00 Plus Tax
	10"	f/4.5	f/32	Same as above. Negatives up to 8x10.	134.00 Plus Tax
ELGEET					
ELGEET CINE-TEL	1½"	f/3.5	f/16	Anastigmat telephoto for 8 mm cameras; 3x magnification; chrome plated micrometer focusing mount to 4 feet; coated.	46.15 Inc. Tax
	1½"	f/2.5	f/16	Same as above; in chrome plated micrometer focusing mount to 2½ feet.	56.60 Inc. Tax.
ELGEET FIXED FOCUS CINE-TEL	1½"	f/3.5	f/16	Anastigmat telephoto for 8 mm cameras; 3x magnification; in focus from inf. to 25 feet at f/3.5; from inf. to 12 feet at f/16; all surfaces coated; screw mount; built-in lens shade.	28.80 Tax Inc.
	2"	f/3.5	f/16	Same as above; for 16 mm cameras; 2x magnification; 2 sets diaphragm markings; in focus from inf. to 50 feet at f/3.5.	36.90 Tax Inc.
ELGEET FOCUSING CINE-TEL	2"	f/3.5	f/16	Anastigmat; coated; 2x magnification; index marker oriented to position; C-thread mount; focusing scale to 4 feet; for 16 mm cameras.	52.30 Tax Inc.
	3"	f/2.9	f/22	Same as above; 3x magnification; focusing to 3 feet.	64.30 Tax Inc.
ELGEET WIDE-ANGLE, Anastigmat	7 mm	f/2.5	f/16	Doubles field of view of normal 8 mm movie camera lens; wide-spaced diaphragm markings; no cut-off on 8 mm turret cameras.	42.50 Tax Inc.
ELGEET UNIFOCUS CINE	½"	f/1.9	f/22	Anastigmat; coated; for 8 mm cameras; automatically in focus from inf. to 5 feet at widest aperture; at smaller stops is in focus up to 2 feet; chrome plated screw mount; wide-spaced diaphragm markings.	36.10
	½"	f/2.5	f/16	Same as above.	22.65
ELGEET COLORSTIGMAT	90 mm	f/4.5	f/22	Anastigmat enlarging lens; all elements coated; fully corrected; click stops; chrome plated brass mounting; flange and lens cap included; negatives up to 2¼x3¼.	27.00 Tax Inc.
	105 mm	f/4.5	f/22	Same as above; duraluminum mount; negatives up to 3¼x4¼.	33.35 Tax Inc.
	127 mm	f/5.6	f/22	Same as above; negative sizes to 3½x4½.	33.35 Tax Inc.
	165 mm	f/4.5	f/22	Same as above; negative sizes to 4x5.	59.80 Tax Inc.
GOERZ					
GOERZ DAGOR, Anastigmat	40 mm	f/6.8	f/45	Six-element general purpose lens; for use on 35 mm document cameras.	Upon Request
	60 mm	f/6.8	f/45	Same as above.	Upon Request
	3½"	f/6.8	f/45	When stopped down acts as wide angle lens with field of 87°; single element at a speed of f/13 may be used alone, with focal length about 1¾ times thgt of doublet; covers 2x2¾ open and 3¼x4¼ stopped down.	$ 69.00 Plus Tax
	4⅛"	f/6.8	f/45	Same as above; covers 2¼x3¼ negative open, 4x5 stopped down.	72.00 Plus Tax
	5"	f/6.8	f/45	Same as above; covers 3¼x4¼ negative open, 5x7 at f/45.	78.00 Plus Tax
	6"	f/6.8	f/45	Same as above; covers 4x5 negative open, 6½x8½ stopped down.	84.00 Plus Tax
	6½"	f/6.8	f/45	Same as above; covers 3¼x5½ open, 7x9 stopped down	90.00 Plus Tax
	7"	f/6.8	f/45	Same as above; covers 5x7 open, 8x10 stopped down.	108.00 Plus Tax
	8¼"	f/6.8	f/45	Same as above; covers 5x8 open, 10x12 stopped down.	135.00 Plus Tax
	9½"	f/6.8	f/45	Same as above; covers 6½x8½ open, 11x14 stopped down.	168.00 Plus Tax
	10¾"	f/6.8	f/45	Same as above; covers 7x9 open, 12x16 stopped down.	196.00 Plus Tax
	12"	f/6.8	f/45	Same as above; covers 8x10 open, 14x17 stopped down.	228.00 Plus Tax
	14"	f/7.7	f/45	Covers 10x12 open; 16x20 stopped down.	282.00 Plus Tax

(Continued)

PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
GOERZ—(GOERZ DAGOR, Anastigmat)—Continued	16½"	f/7.7	f/45	Same as above; covers 11x14 open, 20x24 stopped down.	$360.00 Plus Tax
	19"	f/7.7	f/45	Same as above; covers 14x17 open, 22x26 stopped down.	432.00 Plus Tax
GOERZ SUPER-DAGOR, Wide Angle, Anastigmat	3⅝"	f/8	f/45	Front or rear combination may be used as a long-focus lens at medium stops; angle of field at smallest stop, 100°; price is for lens in iris barrel. Covers 3¼x4¼ to 4x8 negative; requires Rapax No. 2 shutter.	78.00 Plus Tax
	4⅜"	f/8	f/45	Covers 4x5 to 5x7 negative; requires Rapax No. 3 shutter	90.00 Plus Tax
	6½"	f/8	f/45	Covers 5½x7½ to 8x10 negative; requires Rapax No. 3 shutter.	114.00 Plus Tax
GOERZ DOGMAR, Anastigmat	3⅛"	f/4.5	f/32	Four elements, in two uncemented pairs; each pair makes a complete unit which may be used separately; front has a focal length of 1.92 times doublet at speed of f/9; rear has length of 1.52 times the doublet at a speed of f/8; for news cameras and 1-shot color work; covers 1¾x2⅜ negative.	51.00 Plus Tax
	4⅛"	f/4.5	f/32	Same as above. Covers 2x3 negative.	60.00 Plus Tax
	5¼"	f/4.5	f/32	Same as above. Covers 3¼x4¼ negative.	69.00 Plus Tax
	6"	f/4.5	f/32	Same as above. Covers 3½x4¾ negative.	81.00 Plus Tax
	6½"	f/4.5	f/32	Same as above. Covers 3¼x5½ negative.	90.00 Plus Tax
	7½"	f/4.5	f/32	Same as above. Covers 4¼x6¼ negative.	102.00 Plus Tax
	8¼"	f/4.5	f/32	Same as above. Covers 5x7 negative.	120.00 Plus Tax
	9½"	f/4.5	f/32	Same as above. Covers 5½x7½ negative.	159.00 Plus Tax
	10¾"	f/4.5	f/32	Same as above. Covers 6½x8½ negative.	198.00 Plus Tax
	12"	f/4.5	f/32	Same as above. Covets 7x9 negative.	267.00 Plus Tax
GOERZ APOCHROMAT ARTAR, Anastigmat	4"	f/9		Four elements, in two uncemented pairs; for color separation, black-and-white reproduction, outdoor scenes, architecture, etc.; listed coverage increases 15% if reversing prism is not used; in iris barrel with slots for stops and filters; covers 4x5 film.	75.00
	6"	f/9		Same as above. Covers 6x8 film.—This and above lens for color separation blowups from 35 mm (and up) color film.	84.00 Plus Tax
	9½"	f/9		Same as above. Covers 8x10 film.	150.00 Plus Tax
	10¾"	f/9		Same as above. Covers 9x12 film.	156.00 Plus Tax
	12"	f/9		Same as above. Covers 12x14 film.	168.00 Plus Tax
	14"	f/9		Same as above. Covers 14x17 film; this and all above lenses can be fitted to shutters.	196.00 Plus Tax
	16½"	f/9.5		Same as above. Covers 16x20 film; this and all lenses below can be fitted only in iris barrel with slots.	213.00 Plus Tax
	19"	f/11		Same as above. Covers 18x24 film.	228.00 Plus Tax
	24"	f/11		Same as above. Covers 24x28 film.	312.00 Plus Tax
	30"	f/12.5		Same as above. Covers 30x34 film.	432.00 Plus Tax
	35"	f/12.5		Same as above. Covers 36x40 film.	621.00 Plus Tax
	42"	f/14		Same as above. Covers 42x48 film.	732.00 Plus Tax
	47½"	f/15		Same as above. Covers 48x56 film.	834.00 Plus Tax
	70"	f/16		Same as above. Covers 72x80 film.	Upon Request
	9½"	f/9		Same as above but without slots; covers 8x10 film; can be fitted to shutters.	$135.00 Plus Tax
	10¾"	f/9		Same as above but without slots; covers 9x12 film; can be fitted to shutters.	144.00 Plus Tax
GOERZ KINO-HYPAR, Anastigmat	0.6"	f/2.7		Three-element lens for 16 mm movie cameras. In iris diaphragm barrel. For wide angle work with 16 mm cameras.	Upon Request
	1"	f/2.7		Same as above but not wide angle.	
	1⅝"	f/2.7		Same as above.	
	2"	f/2.7		Same as above.	
	3"	f/2.7		Same as above.	
	4"	f/2.7		Same as above.	
	4"	f/3		Same as above.	
GOERZ GOTAR, Anastigmat	8¼"	f/6.8		Four elements, in two uncemented pairs; for black-and-white, process, and copying, or for reproduction of fine detail in flat surface design; In iris barrel, no slot; covers 5x7 film at infinity.	$114.00 Plus Tax
	10"	f/8		Same as above; covers 6½x8½ film.	126.00 Plus Tax
	12"	f/8		Same as above; covers 8x10 film.	147.00 Plus Tax
	14"	f/8		Same as above but with slot. Covers 10x12 film.	192.00 Plus Tax
	16½"	f/8		Same as above; covers 11x14 film.	216.00 Plus Tax
	19"	f/8		Same as above; covers 12x16 film.	234.00 Plus Tax
	24"	f/10		Same as above; covers 14x17 film.	315.00 Plus Tax
GRAFLEX					
GRAFLEX OPTAR	101 mm	f/4.5	f/32	For still cameras; corrected for color work; all lens surfaces coated; anastigmat; mounted in Graphex Synchro shutter; covers 2¼x3¼ film; for portrait, commercial copy, and enlarging.	73.78

LAST CHANCE TO ENTER

POPULAR PHOTOGRAPHY

FINAL CLOSING DATE: OCTOBER 1, 1948

The world's biggest and most important photo contest is in full swing! Get in it now. There's still time to enter your best pictures for the hundreds of big prizes. Whether you're an amateur or professional—whether your pictures are in black-and-white or color—we want to see them. But be sure they arrive before October 1st, the deadline closing date.

★Separate prizes for black-and-white, and color prints or transparencies.

★Special Monthly Awards in both the black-and-white and the color divisions. (The First, Second and Third Monthly Awards have been announced. The Fourth Monthly Awards will be announced in the November issue.

★No limit on the number of entries.

★Grand prize winners will be announced in the March, 1949 issue.

★Grand Opening Exhibitions of prize-winning pictures held simultaneously in New York, Chicago, Cleveland, Philadelphia, Los Angeles.

★Five traveling exhibits for international showings in principal cities of the world.

RULES OF CONTEST

(1) Contest is open to all persons, except employees of POPULAR PHOTOGRAPHY, Ziff-Davis Publishing Company, and their families. Contest opens February 15 and closes October 1, 1948. No entry fee is required.

(2) ALL pictures entered in the contest will be eligible for the grand prizes.

In addition, each picture submitted in time will be eligible for a monthly award, based on the date of its receipt by the Contest Editor.

All entries received on or before midnight April 1, 1948 will be eligible for the First Monthly Awards to be announced in the August, 1948 issue.

Entries received between April 2 and midnight May 1, 1948 will be eligible for the Second Monthly Awards to be announced in the September, 1948 issue.

Entries received between May 2, 1948 and midnight June 1, 1948 will be eligible for the Third Monthly Awards to be announced in the October, 1948 issue.

Entries received between June 2 and midnight July 1, 1948 will be eligible for the Fourth Monthly Awards to be announced in the November, 1948 issue.

All entries eligible for the monthly awards, whether winners or not, will automatically be entered in the competition for the Final Prize Awards. Entries received after July 1, 1948 will be too late for eligibility in the competition for the last of the monthly awards, but will be entered directly in the Final Prize Competition provided they are received not later than the closing deadline, October 1, 1948.

(3) Any number of black-and-white prints, color prints, or color transparencies may be submitted. Prints of any size may be submitted although 5" by 7" or larger are preferred. There are no restrictions as to subject matter.

(4) Tinted black-and-white prints are not eligible, nor are pictures which have been published by any other photographic magazine. Publication in any other form does not make prints or color transparencies ineligible.

(5) Each print or transparency must have secured to it a filled-in entry blank as provided here, or facsimile thereof. Please typewrite or print the information requested. Additional entry blanks can be obtained from photo dealers and finishers or directly from the Contest Editor of POPULAR PHOTOGRAPHY (if request is accompanied by self-addressed stamped envelope).

(6) Pictures will be returned only if a self-addressed and stamped envelope, or label and postage, are contained in the same package. Do not send postage in separate letter. The Contest Editor cannot entertain correspondence of any kind regarding entries.

(7) Prize-winning prints and transparencies, including all reproduction and promotional rights, become the exclusive property of POPULAR PHOTOGRAPHY.

(8) Address all entries to Contest Editor, POPULAR PHOTOGRAPHY, 185 N. Wabash Avenue, Chicago 1, Illinois. Final entries must be received not later than midnight, October 1, 1948. Grand prizes will be announced in the March, 1949 issue of POPULAR PHOTOGRAPHY.

(9) Judges in the contest will be the editors of POPULAR PHOTOGRAPHY. Their decision will be final. In the event of a tie, duplicate prizes will be awarded.

(10) While exercising the utmost care in handling prints, POPULAR PHOTOGRAPHY assumes no responsibility for loss or damage of contest entries.

(11) All entrants who win prizes will be required to furnish original negatives before awards are given. All prize-winning negatives become the exclusive property of POPULAR PHOTOGRAPHY.

$60,000.00* PICTURE CONTEST

* In U. S. Savings Bonds, plus Trophies and Certificates of Award

THE BIGGEST AND MOST EXCITING PHOTOGRAPHIC CONTEST EVER HELD

672 Prizes and Awards

648 PRIZES*

	Black and White		Color		Total	
1st,	U.S. Savings Bond plus Trophy	$5,000	1st, U.S. Savings Bond plus Trophy	$5,000	$10,000	
2nd,	U.S. Savings Bond plus Trophy	$2,500	2nd, U.S. Savings Bond plus Trophy	$2,500	5,000	
3rd,	U.S. Savings Bond plus Trophy	$1,000	3rd, U.S. Savings Bond plus Trophy	$1,000	2,000	
4th,	U.S. Savings Bond plus Plaque	$500	4th, U.S. Savings Bond plus Plaque	$500	1,000	
5th,	U.S. Savings Bond plus Plaque	$250	5th, U.S. Savings Bond plus Plaque	$250	500	
100	Prizes, U.S. Savings Bonds, each	$100	100 Prizes, U.S. Savings Bonds, each	$100	20,000	
150	Prizes, U.S. Savings Bonds, each	$50			7,500	
288	Prizes, U.S. Savings Bonds, each	$25			7,200	
						$53,200

24 AWARDS*

Six additional awards will be given in each of four months of the contest as follows:

	Black and White		Color		
1st,	U.S. Savings Bond plus Plaque	$500	1st, U.S. Savings Bond plus Plaque	$500	$1,000
2nd,	U.S. Savings Bond	$250	2nd, U.S. Savings Bond	$250	500
3rd,	U.S. Savings Bond	$100	3rd, U.S. Savings Bond	$100	200
					$1,700

each month for four months-$6,800

GRAND TOTAL $60,000

* Values given are maturity values of the bonds. Bonds will be delivered in denominations requested by prize winners. Each prize will be accompanied by a certificate of award suitable for framing. This certificate is printed on fine parchment stock, and will bear the hand-lettered name of the winner.

USE THIS ENTRY BLANK:—Each one of your entries must be accompanied by a filled-in entry blank provided here, or a facsimile of it. Your photo dealer or your finisher has additional blanks on hand should you need them; or you can obtain entry blanks from the Contest Editor of POPULAR PHOTOGRAPHY. Your request for more blanks should be accompanied by a self-addressed stamped envelope.

USE THIS ENTRY BLANK (PLEASE PRINT) **1948**

Contest Editor, POPULAR PHOTOGRAPHY
185 N. Wabash Ave., Chicago 1, Ill.
Please enter the enclosed picture in the POPULAR PHOTOGRAPHY Picture Contest for 1948.

Name.....

Street.....

Town..... Zone..... State.....

Picture Title.....

Where Made.....

Camera Used..... Lens.....

Exposure: Lens step..... Shutter speed.....

Film Used..... Filter.....

Lighting..... Paper.....

Published before in.....

DETROIT PUBLIC LIBRARY

PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
GRAFLEX—(GRAFLEX OPTAR)—Continued	135 mm	f/4.7	f/32	Same as above; covers 3 ¼x4 ¼ film; used on 4x5.	$ 84.50
	135 mm	f/4.7	f/32	Same as above; in Graphex X shutter.	74.50
GRAFLEX TELE-OPTAR	10″	f/5.6	f/32	For still photography; Optar formula; all surfaces coated; covers 4x5 film; in barrel mount.	140.00
	10″	f/5.6	f/32	Same as above; in No. 3 Graphex shutter.	158.35
	15″	f/5.6	f/32	Same as above; covers 4x5 film; in barrel.	201.25
GRAFLEX WIDE-ANGLE OPTAR	90 mm	f/6.8	f/32	For interiors, banquet, and architectural work; focusing aperture f/6.8; taking apertures from f/11 to f/32; Optar formula; all surfaces coated; in Graphex Synchro shutter; covers 3 ¼x4 ¼ and 4x5 films.	89.48
GUNDLACH					
TURNER-REICH CONVERTIBLE, f/6.8 Anastigmat	5″	f/6.8	f/45 and f/64	Triple convertible, 10-element lens; all air surfaces coated; highly corrected for color; for studio, landscape, copy, commercial and enlarging; front focus 12″; rear focus comb., 8″; covers 3 ¼x4 ¼ film; in barrel.	70.00 Plus tax
	6 ¼″	f/6.8	f/45 and f/64	Same as above; covers 4x5 film; focus front comb. 14″; rear comb. 11″.	79.00 Plus Tax
	7 ½″	f/6.8	f/45 and f/64	Same as above; covers 5x7 film; focus front comb. 18″; rear comb. 12″.	94.00 Plus Tax
	8 ½″	f/6.8	f/45 and f/64	Same as above; covers 5x8 film; focus front comb. 20″; rear comb. 14″.	100.00 Plus Tax
	10 ½″	f/6.8	f/45 and f/64	Same as above; covers 6 ½x8 ½ film; focus front comb. 24″; rear comb. 18″.	136.00 Plus Tax
	12″	f/6.8	f/45 and f/64	Same as above; covers 8x10 film; focus front comb. 28″; rear comb. 21″.	172.25 Plus Tax
	15″	f/6.8	f/45 and f/64	Same as above; covers 11x14 film; focus front comb. 36″; rear comb. 24″.	241.00 Plus Tax
RADAR ANASTIGMAT	3 ½″	f/4.5	f/64	Fast 5-element lens; all air surfaces coated; flat field at full aperture; suitable for every class of photography; available in various shutters; covers 2 ¼x3 ¼ film; in barrel mount.	27.00 Plus Tax
	5″	f/4.5	f/64	Same as above; covers 3 ¼x4 ¼ film.	39.00 Plus Tax
	6 ¼″	f/4.5	f/64	Same as above; covers 4x5 film.	55.00 Plus Tax
	7 ½″	f/4.5	f/64	Same as above; covers 5x7 film.	70.75 Plus Tax
	8 ½″	f/4.5	f/64	Same as above; covers 5x8 film.	100.25 Plus Tax
	10 ½″	f/4.5	f/64	Same as above; covers 6 ½x8 ½ film.	139.25 Plus Tax
	12″	f/4.5	f/64	Same as above; covers 8x10 film.	175.25 Plus Tax
	15″	f/4.5	f/64	Same as above; covers 10x12 film.	233.75 Plus Tax
	18″	f/4.5	f/64	Same as above; covers 11x14 film.	246.25 Plus Tax
RADAR EXTREME WIDE ANGLE	4 ⅜″	f/16	f/64	Coated anastigmat wide angle (90°) lens; critical definition; flat field; available in various shutters; for studio, commercial, and flash photography; covers 5x7 film; in barrel.	37.00 Plus Tax
	6 ¼″	f/16	f/64	Same as above; covers 8x10 film.	49.00 Plus Tax
RADAR TELEPHOTO, Anastigmat	9″	f/5.6		Back focus one-half length of equivalent focus; can obtain large-sized image with short bellows; also available in Betax, Alphax, Rapax, and Universal shutters; covers 2 ¼x3 ¼ film; in barrel.	114.50 Plus Tax
	11″	f/5.6		Same as above; covers 3 ¼x4 ¼ film.	138.00 Plus Tax
	14″	f/5.6		Same as above; covers 4x5 film.	175.00 Plus Tax
	18″	f/5.6		Same as above; covers 5x7 film.	214.00 Plus Tax
RADAR CINE LENS, Ultrastigmat	13 mm	f/1.9	f/16	For 8 mm movie cameras; focusing mount; supplied in Type A or C mount; for adverse lighting.	45.00 Plus Tax
	19 mm	f/2.5		Same as above; for 16 mm camera.	45.00 Plus Tax
	25 mm	f/2.5		Same as above; for 8 mm camera.	45.00 Plus Tax
	25 mm	f/1.9		Same as above; for 16 mm camera.	48.00 Plus Tax
	38 mm	f/3.5		Same as above; for 8 mm camera.	45.00 Plus Tax
	40 mm	f/1.9		Same as above; for 16 and 35 mm cameras.	60.00 Plus Tax
	50 mm	f/1.9		Same as above.	60.00 Plus Tax
GUNDLACH, ANASTIGMAT Series IV	5 ¼″	f/6.3		Enlarging, copy work, and commercial work; 4 elements in combinations of 2; flat field; also available in Rapax and Alphax shutters; covers 3 ¼x4 ¼ negatives; price in barrel. . . .	34.00 Plus Tax
	6 ½″	f/6.3		Same as above; available in Betax and Rapax shutters; covers 4x5 negatives; price in barrel. . . .	40.00 Plus Tax
	7 ½″	f/6.3		Same as above. Covers 5x7 negatives.	54.00 Plus Tax
	8 ½″	f/6.3		Same as above; available in Alphax and Rapax shutters; covers 5x8 negatives; price in barrel. . . .	74.00 Plus Tax
	10 ½″	f/6.3		Same as above; also available in Acme shutter; covers 6 ½x8 ½ negatives; price in barrel. . . .	90.00 Plus Tax

(Continued)

PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
GUNDLACH—(GUNDLACH ANASTIGMAT Series IV)—Continued	12″	f/6.3		Same as above. Available in Betax and Acme shutters; covers 8x10″ negatives; price in barrel. . . .	$112.00 Plus Tax
	16″	f/6.3		Same as above. Available in Betax shutter; covers 11x14″ negative; price in barrel. . . .	140.75 Plus Tax
GUNDLACH CONVERTIBLE	4½″	f/6.3		Triple convertible 8-element lens; corrected for color; available in various shutters; front focus, 8″; rear focus, 8″; covers 3¼x4¼ film; in barrel.	60.00 Plus Tax
	5⅛″	f/7		Same as above; covers 3¼x5 film; front focus, 10″; rear focus, 8″.	61.00 Plus Tax
	5¾″	f/6.3		Same as above; covers 4x5 film; front focus, 10″; rear focus, 10″.	66.00 Plus Tax
	6¼″	f/7.7		Same as above; covers 4x5 film; front focus, 14″; rear focus, 9″.	70.00 Plus Tax
	6½″	f/7		Same as above; covers 4x5 film; front focus, 13″; rear focus, 10″.	73.00 Plus Tax
	7″	f/7.7		Same as above; covers 5x7 film; front focus, 15½″; rear focus, 10″.	80.00 Plus Tax
	7½″	f/6.3		Same as above; covers 5x7 film; front focus, 13″; rear focus, 13″.	86.00 Plus Tax
	7⅛″	f/7		Same as above; covers 5x7 film; front focus, 14″; rear focus, 11½″.	87.00 Plus Tax
	7⅝″	f/7.7		Same as above; covers 5x8 film; front focus, 16¼″; rear focus, 11½″.	98.00 Plus Tax
	8″	f/6.3		Same as above; covers 5x8 film; front focus, 14″; rear focus, 14″.	98.00 Plus Tax
	8⅜″	f/7		Same as above; covers 5x8 film; front focus, 15½″; rear focus, 13″.	98.00 Plus Tax
	9⅛″	f/7.7		Same as above; covers 6½x8½ film; front focus, 19″; rear focus, 14″.	107.00 Plus Tax
	8⅝″	f/7		Same as above; covers 6½x8½ film; front focus, 16¼″; rear focus, 14″.	129.00 Plus Tax
	10⅞″	f/7.7		Same as above; covers 6½x8½ film; front focus, 24″; rear focus, 14″.	140.75 Plus Tax
	11½″	f/6.3		Same as above; covers 8x10″ film; front focus, 20″; rear focus, 20″.	151.75 Plus Tax
	12¼″	f/7		Same as above; covers 8x10 film; front focus, 24″; rear focus, 19″.	160.75 Plus Tax
	12½″	f/7.7		Same as above; covers 8x10 film; front focus, 27″; rear focus, 19″.	170.75 Plus Tax
	14½″	f/7		Same as above; covers 10x12 film; front focus, 27″; rear focus, 24″.	184.25 Plus Tax
	15″	f/7		Same as above; covers 11x14 film; front focus, 29″; rear focus, 24″.	217.25 Plus Tax
GUNDLACH SPEED LENS	3″	f/4.5		Critical definition; flat field at full aperture; 4-element; available in various shutters; covers 1½x2½; in barrel.	27.00 Plus Tax
	4″	f/4.5		Same as above; covers 2¼x3¼ film.	36.00 Plus Tax
	5″	f/4.5		Same as above; covers 3¼x4¼ film.	39.00 Plus Tax
	6¼″	f/4.5		Same as above; covers 4x5 film.	52.00 Plus Tax
	7½″	f/4.5		Same as above; covers 5x7 film.	66.00 Plus Tax
	8⅜″	f/4.5		Same as above; covers 5x8 film.	96.00 Plus Tax
	9½″	f/4.5		Same as above; covers 6½x8½ film.	132.00 Plus Tax
	12″	f/4.5		Same as above; covers 8x10 film.	165.00 Plus Tax
HUGO MEYER					
TRIOPLAN, Anastigmat	1½″	f/2.9	f/16	Cooke Triplet type lens; all surfaces coated; fully corrected; for 8 mm cine cameras; screw focusing mount.	69.00
PRIMOTAR, Anastigmat	3½″	f/4.5	f/22	Enlarging lens; all surfaces coated; fine definition to edges; highly corrected.	45.00
ILEX					
NEW PARAGON, Anastigmat	3″	f/4.5		Highly corrected anastigmat; coated; for black-and-white and color work; available in Universal shutter for $41.30. Covers 2¼x2¼ film. All prices in right-hand column are for lens in barrel.	28.60
	3½″	f/4.5		Same as above; covers 2¼x3¼ film. In Universal shutter, $43.00.	30.30
	4½″	f/4.5		Same as above; covers 2½x3½ film. In Ilex Universal, $44.70.	37.70
	5″	f/4.5		Same as above; covers 3¼x4¼ film. In Ilex Universal, $54.80.	44.40
	5½″	f/4.5		Same as above; covers 3¼x4¼ film. In Ilex Universal, $72.45; in Ilex Acme No. 3, $77.15; in Acme Synchro shutter, $111.00.	48.80
	6½″	f/4.5		Same as above; covers 4x5 film. In Ilex Universal, $77.45; in Ilex Acme No. 3, $83.15; in Acme Synchro shutter, $116.00.	54.60
	7½″	f/4.5		Same as above; covers 5x7 film. In Ilex Universal, $88.80; in Ilex Acme No. 3, $94.50; in Acme Synchro shutter, $127.35.	68.70

(Continued)

PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
ILEX—(NEW PARAGON, Anastigmat)—Continued	8½"	f/4.5		Same as above; covers 5x8 film. In Ilex Universal, $108.20; in Ilex Acme No. 4, $113.90; in Acme Synchro Shutter, $144.45.	$101.70
	12"	f/6.3		Same as above; covers 8x10 film. In Ilex Universal, $115.90; in Ilex Acme No. 4, $121.60; in Acme Synchro shutter, $152.15.	109.40
	10"	f/4.5		Same as above; covers 6½x8½ film. In Ilex Universal, $153.50; also available in Ilexpo Studio shutter.	130.00
	12"	f/4.5		Same as above; covers 8x10 film. In Ilex Universal, $182.	175.90
	14¾"	f/6.3		Same as above; covers 11x14 film. In Ilex Universal, $200.40.	188.40
ILEX ENLARGING LENS	2"	f/4.5	f/32	Coated anastigmat lens; color corrected; barrel mount; iris diaphragm; Series C type; covers 1¼x1⅝ negative.	14.25
	3"	f/4.5	f/32	Same as above; covers 2⅛x2½ negative; Series S.	17.10
	3½"	f/4.5	f/32	Same as above; covers 2¼x3¼ negative.	18.20
	4¼"	f/4.5	f/32	Same as above; covers 2½x3½ negative.	26.20
	5"	f/4.5	f/32	Same as above; covers 3¼x4¼ negative.	35.90
	5½"	f/4.5	f/32	Same as above.	40.30
	6½"	f/4.5	f/32	Same as above; covers 4x5 negatives.	45.60
	7½"	f/4.5	f/32	Same as above; covers 5x7 negatives.	54.70
	8½"	f/4.5	f/32	Same as above.	89.20
LEITZ					
SUMMITAR, Anastigmat	50 mm	f/2	f/12.5	General use with miniature cameras, enlarging, and projecting; good definition; highly corrected; coated.	Upon Request
ELMAR, Anastigmat	50 mm	f/3.5	f/18	Normal miniature camera lens in collapsible focusing mount; coated; no shutter; covers 24x36 mm.	Upon Request
LEICA	50 mm	f/3.5	f/18	American-made objective; mounting and performance are the same as Elmar f/3.5 50 mm lens; coated.	$77.00 Inc. Tax
	90 mm	f/4.5	f/45	American-made; construction optically and mechanically the same as 90 mm Elmar lens; coated.	115.50 Inc. Tax
	127 mm	f/4.5	f/45	Same formula as above; color corrected; coated; 20 degree angle of view.	171.50 Inc. Tax
MORTON					
MORTON PRIMAR	6½ mm	f/2.5	f/22	Coated wide-angle lens for all 8 mm cameras; covers 4 times normal area.	49.95 Inc. Tax
PAM (Photographic Arts Mfg. Co.)					
PAM BRITAR, Anastigmat	105 mm	f/4.5	f/22	Coupled to rangefinder, for Leica or Kardon cameras; in focusing mount; click stops; all surfaces coated; light weight.	89.50 Inc. Tax
SERVICE PHOTO SUPPLIES					
WIDAX	7 mm	f/2.5		Wide angle lens for 8 mm movie cameras; fully corrected; all surfaces coated; doubles field of view obtained with standard ½" lenses.	55.00 Inc. Tax
TAYLOR-HOBSON Dist.—Bell & Howell					
IVOTAL	2"	f/1.4	f/22	For 8 and 16 mm movie cameras; coated; color corrected; focusing mount; lens shade, filter holder accessory available.	135.00 Plus Tax
KINIC	1"	f/1.5	f/22	For 8 and 16 mm movie cameras; in focusing mount; coated and color corrected.	116.75 Plus Tax
	1½"	f/3.5	f/32	Same as above; for 8 mm cameras only.	95.50 Plus Tax
	2"	f/3.5	f/32	Same as above; for 8 and 16 mm cameras.	85.50 Plus Tax
TELE KINIC	3"	f/4	f/32	Telephoto for 16 mm movie cameras; color corrected; coat d; in focusing mount.	100.00 Plus Tax
	4"	f/4.5	f/32	Same as above.	100.00 Plus Tax
	6"	f/4.5	f/32	Same as above.	165.00 Plus Tax
VIEWLEX					
LUXTAR, Anastigmat	2"	f/3.5		Enlarging and projection work; coated Cooke-type lens; color corrected; barrel mount; no iris diaphragm.	15.50
	5"	f/3.5		Same as above.	15.50
WIRGIN Dist. Camera Specialty Co.					
WIRGIN TELEPHOTO	1½"	f/3.5		For 8 mm cameras; 3x magnification; micrometer focusing mount; coated.	29.50 Plus Tax
WOLLENSAK					
RAPTAR, Series II, Anastigmat	90 mm	f/4.5	f/32	For high-speed photography; portrait, commercial, enlarging and copy work; coated; iris diaphragm; barrel mount; black finish; in Rapax shutter; $48.70 inc. tax; in Alphax shutter, $35.95; covers 2¼x3¼ film; in barrel mount . . .	41.13 Inc. Tax
	101 mm	f/4.5	f/32	Same as above; covers 2¼x3¼ film; in Rapax, $56.29; in Alphax, $43.54; in barrel. . . .	48.71 Inc. Tax
	127 mm	f/4.5	f/32	Same as above; covers 3¼x4¼ film; in Rapax, $63.50; in Betax, $54.75; in barrel. . . .	50.17 Inc. Tax

(Continued)

PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
WOLLENSAK—(RAPTAR, Series II, Anastigmat)—Continued	135 mm	f/4.7	f/32	Same as above; covers 4x5 film; in Rapax, $67.00; in Betax, $58.25; in barrel with f/4.5 speed.	$ 43.67 Inc. Tax
	162 mm	f/4.5	f/32	Same as above; covers 4x5 film; in Rapax, $87.76; in Alphax, $80.51; in barrel. . . .	69.42 Inc. Tax
	7½"	f/4.5	f/32	Same as above; covers 5x7 film; in Alphax, $99.19; in barrel. . . .	88.08 Inc. Tax
	8¼"	f/4.5	f/32	Same as above; covers 5x8 film; in Betax, $132.09; in barrel. . . .	126.29 Inc. Tax
	9½"	f/4.5	f/32	Same as above; covers 6½x8½ film; in Betax, $178.81; in barrel. . . .	172.09 Inc. Tax
	11⅞"	f/4.5	f/32	Same as above; covers 8x10 film; in Betax, $235.49; in barrel. . . .	225.17 Inc. Tax
RAPTAR TELEPHOTO, Anastigmat	8"	f/5.6	f/45	For still photography; Raptar formula; covers 2¼x3¼ and 3¼x4¼ films; black lacquer finish; specially designed for sports, news and architectural work; coated; 2½ x linear magnification; in Rapax, $117.75; in barrel. . . .	104.42 Inc. Tax
	10"	f/5.6	f/45	Same as above; covers 3¼x4¼ and 4x5 films; in Alphax, $151.09; in Rapax, $158.34; in barrel. . . .	140.00 Inc. Tax
	15"	f/5.6	f/45	Same as above; covers 4x5 and 5x7 films; in Betax, $207.96; in barrel. . . .	201.25 Inc. Tax
RAPTAR WIDE ANGLE, Anastigmat	65 mm	f/6.8	f/32	For interior, group, banquet and architectural work; where lighting is poor; coated; wide focusing aperture of f/6.8; taking apertures from f/11 to f/32; black lacquered brass mount; covers 3¼x4¼ film; in Rapax, $68.55; in Alphax, $55.80; in barrel . . .	60.96 Inc. Tax
	90 mm	f/6.8	f/32	Same as above; covers 4x5 film; in Alphax, $59.03; in Rapax, $71.78; in barrel. . . .	64.17 Inc. Tax
	4⅝"	f/6.8	f/32	Same as above; covers 5x7 film; in Betax, $75.48; in Rapax, $84.23; in barrel. . . .	70.88 Inc. Tax
	6¼"	f/6.8	f/45	Same as above; covers 8x10 film; in Alphax, $96.25; in Rapax, $103.50; in barrel. . . .	85.17 Inc. Tax
EXTREME WIDE ANGLE, Series IIIa	90 mm	f/12.5	f/32	For extreme wide-angle work in still photography; coated; anastigmat; covers 4x5 film; in Rapax, $49.00; in barrel. . . .	41.42 Inc. Tax
	4⅝"	f/12.5	f/32	Same as above; covers 5x7 film; in Rapax, $59.71; in Betax, $50.96; in barrel. . . .	46.38 Inc. Tax
	6¼"	f/12.5	f/45	Same as above; covers 8x10 film; in Rapax, $82.51; in Alphax, $75.26; in barrel. . . .	64.17 Inc. Tax
CINE-RAPTAR, Anastigmat	13 mm	f/1.9	f/16	For 8 mm movie cameras; in focusing mount; coated lens; chrome plated finish on mount.	55.42 Inc. Tax
	1"	f/1.5		Same as above; with click stops; depth of field scale; for 16 mm cameras.	92.75 Inc. Tax
	1"	f/1.9	f/22	For 16 mm cameras; focusing mount.	61.25 Inc. Tax
	1"	f/2.5	f/16	Same as above.	49.88 Inc. Tax
	2"	f/1.9	f/16	Same as above.	96.25 Inc. Tax
CINE-RAPTAR TELEPHOTO	1"	f/2.5	f/16	Anastigmat, coated; for 8 mm movie cameras; chrome plated focusing mount.	49.88 Inc. Tax
	1½"	f/3.5	f/22	Same as above.	55.42 Inc. Tax
	2"	f/3.5	f/16	Same as above; for 16 mm cameras.	52.50 Inc. Tax
	3"	f/4	f/32	Same as above.	58.34 Inc. Tax
	4"	f/4.5	f/32	Same as above.	70.00 Inc. Tax
	6"	f/4.5	f/32	Same as above.	96.25 Inc. Tax
CINE-RAPTAR WIDE-ANGLE	17 mm	f/2.7	f/16	For 16 mm movie cameras; coated; anastigmat; in chrome plated focusing mount.	55.42 Inc. Tax
ENLARGING RAPTAR	2"	f/4.5	f/22	Anastigmat; coated; screw, barrel mount; iris diaphragm chrome plated; markings based on physical measurements.	18 75 Plus Tax
	3"	f/4.5	f/32	Same as above; covers 2¼x2¼ negative.	21.50 Plus Tax
	3½"	f/4.5	f/32	Same as above; covers 2¼x3¼ negative.	23.75 Plus Tax
	4"	f/4.5	f/32	Same as above.	27.50 Plus Tax
	5"	f/4.5	f/45	Same as above; covers 3¼x4¼ negative.	34.50 Plus Tax
	135 mm	f/4.5	f/32	Same as above; covers 4x5 negative.	39.50 Plus Tax
	6⅜"	f/4.5	f/32	Same as above.	48.50 Plus Tax
	7½"	f/4.5	f/45	Same as above; covers 5x7 negative.	67.50 Plus Tax
	8¼"	f/4.5	f/32	Same as above; covers 5x8 negative.	96.25 Plus Tax
	9½"	f/4.5	f/32	Same as above; covers 6½x8½ negative.	122.50 Plus Tax
ZEISS **DIST. Carl Zeiss, Inc.**					
TESSAR, Anastigmat	2"	f/2.7		Four element; coated; iris diaphragm. Available in Compur shutter; covers ¾x1 film; barrel mount.	Upon Request
	7"	f/2.7		Same as above; covers 4¾x6½ film.	
	2"	f/2.8		Same as above; covers 1 3/16x1 9/16 film.	
	2⅜"	f/2.8		Same as above.	
	3"	f/2.8		Same as above; covers 1¾x2 5/16 film.	
	3⅛"	f/2.8		Same as above; covers 2¼x2¼ film.	
	2"	f/3.5		Same as above; covers 1 3/16x1 9/16 film.	
	2⅜"	f/3.5		Same as above; covers 1 9/16x1 9/16 film.	

PHOTOGRAPHIC LENSES—Continued

Manufacturer or Distributor and Name	Focal Length	Speed	Stops Down to	Purpose and Description	List Prices
ZEISS—(TESSAR, Anastigmat)—Continued	3"	f/3.5		Same as above; covers 1 ¾x2 5/16 film.	Upon Request
	3 ⅛"	f/3.5		Same as above.	
	4 ⅛"	f/3.5		Same as above; covers 2 ½x3 ½ film.	
	4 ¾"	f/3.5		Same as above.	
	5 ¼"	f/3.5		Same as above; covers 3 ¼x4 ¼ film.	
	6"	f/3.5		Same as above; covers 4x5 film.	
	6 ½"	f/3.5		Same as above; covers 4x6 film.	
	8 ¼"	f/3.5		Same as above; covers 5x7 film.	
	10"	f/3.5		Same as above; covers 5x8 film.	
	12"	f/3.5		Same as above; covers 6 ½x8 ½ film.	
	1 ½"	f/4.5		Same as above; covers 1 ⅛x1 ¼ film.	
	2"	f/4.5		Same as above; covers 1 ¼x1 ½ film.	
	2 ¼"	f/4.5		Same as above; covers 1 ¾x1 ¾ film.	
	2 ½"	f/4.5		Same as above; covers 1 ¾x2 film.	
	3"	f/4.5		Same as above; covers 2 ⅜x2 ⅜ film.	
	3 ½"	f/4.5		Same as above; covers 2 ¼x3 ¼ film.	
	4 ⅛"	f/4.5		Same as above; covers 2 ½x3 ½ film.	
	4 ½"	f/4.5		Same as above.	
	5 ¼"	f/4.5		Same as above; covers 3 ¼x4 ¼ film.	
	6"	f/4.5		Same as above; covers 4x5 film.	
	6 ½"	f/4.5		Same as above; covers 4x6 film.	
	7"	f/4.5		Same as above; covers 4 ¾x6 ½ film.	
	8 ¼"	f/4.5		Same as above; covers 5x7 film.	
	10"	f/4.5		Same as above; covers 5x8 film.	
	12"	f/4.5		Same as above; covers 6 ½x8 ½ film.	
	14"	f/4.5		Same as above; covers 6 ½x8 ½ film.	
	16"	f/4.5		Same as above; covers 6 ½x8 ½ film.	
	20"	f/4.5		Same as above; covers 8x10 film.	
	3"	f/6.3		Same as above; covers 2 ⅜x2 ⅜ film.	
	3 ½"	f/6.3		Same as above; covers 2 ¼x3 ¼ film.	
	4 ⅛"	f/6.3		Same as above; covers 2 ½x3 ½ film.	
	5 ¼"	f/6.3		Same as above; covers 3 ¼x4 ¼ film.	
	6"	f/6.3		Same as above; covers 4x5 film.	
	6 ½"	f/6.3		Same as above; covers 4x6 film.	
	7"	f/6.3		Same as above; covers 4 ¾x6 ½ film.	
	8 ¼"	f/6.3		Same as above; covers 5x7 film.	
	10"	f/6.3		Same as above; covers 5x8 film.	
	12"	f/6.3		Same as above; covers 6 ½x8 ½ film.	
	14"	f/6.3		Same as above; covers 8x10 film.	
	24"	f/6.3		Same as above.	
ZOOMAR					
CINE-BALOSTAR	1 ½"	f/1.35	f/11	For 8 and 16 mm movie cameras; coated Apochromat lens; high resolution at any stop; iris diaphragm; barrel mount.	Upon Request
ZOOMAR VARIFOCAL, AI With Coupled Sports-Type Viewfinder	85 mm	f/1.35	f/11	Same as above.	
	32 mm to 100 mm	f/2.9	f/22	Interchangeable Telephoto front lens; distance range 14 feet to inf.; taking lens has 24 specially coated, fully corrected elements; zoom is obtained by lateral movement of one set of lenses within another; recommended that camera be sent to factory for installation; adapter available for 16 mm camera use; short range and ultra-short range adapters available.	$1610.00 Inc. Tax
	16 mm to 50 mm	f/2.9	f/22	Interchangeable wide-angle front lens; distance range 4 feet to inf.; other features and details same as above.	1610.00 Inc. Tax

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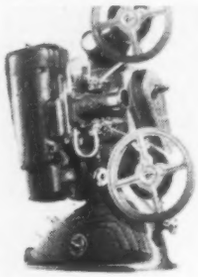
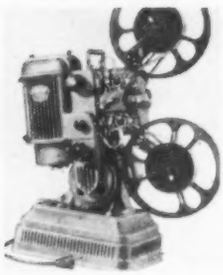
AMPRO MODEL A-8



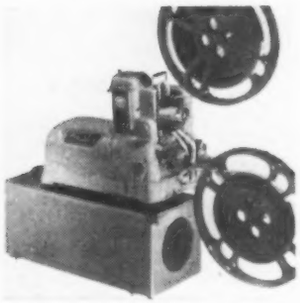
8 mm; silent; 400 feet capacity; voltage 115 A.C.-D.C.; 50-60 cycles; 750-watt pre-focus lamp; direct lighting; separate light switch; 1-inch f/1.6 coated lens; helical focusing; combination gear and belt drive; rheostat speed control; rotary disc shutter; blower cooling; reverse; motor rewind; tilting devices; pilot light; single frame projection device; air cooling on aperture; direct and automatic rewind. Price, including case, $168.

AMPRO IMPERIAL



16 mm; silent 400 feet capacity; line voltage 115 A.C.-D.C.; 50-60 cycles; 1000-watt pre-focus lamp; direct lighting; separate light switch; 2-inch f/1.6 coated lens; combination gear and belt drive; rheostat control; barrel shutter; blower cooling; reverse; motor rewind; tilting devices; pilot light; single frame projection device; swing-out gate; 3-tooth claw. Price, including case, $276.

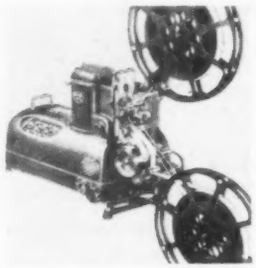
AMPROSOUND CENTURY-5



16 mm; sound only; 2000 feet capacity; line voltage 115; 50-60 cycles; 750-, or 1000-watt pre-focus lamp; direct lighting; separate light switch; 2-inch f/1.6 coated lens; helical focusing; belt drive; one speed control, 24 frames per second; barrel shutter; blower and fins cooling; motor rewind; tilting devices; pilot light; undistorted output, 5 watts; single case unit. Price, including case, $395.

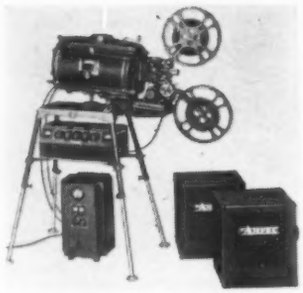
AMPROSOUND PREMIER-20

16 mm; sound and silent; 2000 feet capacity; line voltage 115 A.C.-D.C.; 50-60 cycles; 750-, or 1000-watt pre-focus lamp; direct lighting; separate light switch; 2-inch f/1.6 coat-



ed lens; helical focusing; 1 to 4-inch lenses available; belt drive; governor speed control; 16 and 24 frames per second; barrel shutter; blower and fins cooling; film snubbers; reverse; motor rewind; tilting devices; pilot light; maximum undistorted output, 15 watts. Price, including case, $540.

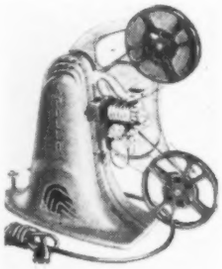
AMPRO ARC MODEL AA



16 mm; sound and silent; 2000 feet capacity; line voltage, 115 A.C.; 50-60 cycles; uses high intensity carbon arc; reflected lighting; 3-inch f/2 coated lens; helical focusing; 1 to 4-inch lenses available; 16 and 24 frames per second; barrel shutter; blower and fins cooling; motor rewind; tilting devices; pilot light; maximum undistorted output, 55 watts; 2 speakers. Price, $1575.

MFR., Ampro Corporation.

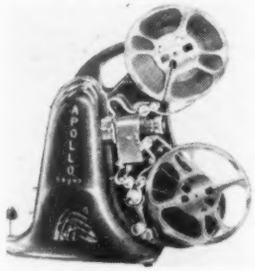
APOLLO P-66



16 mm; silent; 400 feet capacity; extension arm for 2000 feet; line voltage 110 A.C. only; 500-watt T-10 lamp; direct and reflected lighting; separate light switch; 2-inch f/1.85 coated lens; helical focusing; belt drive; manual belt shift for 16 or 24 frames per second; barrel shutter; blower cooling; sealed lubrication; film snubbers; motor rewind; tilting devices. Price on request.

APOLLO SOUND MODEL P-76

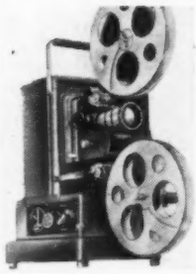
16mm; sound and silent; 400 feet capacity; extension arm for 2000-foot reels; line voltage 110 A.C. only; 60 cycles; 500-watt T-10 lamp; direct and reflected lighting; separate light switch; 2-inch f/1.85 coated lens; helical focusing; belt drive belt-shift speed control; 16 and 24 frames per second; barrel shutter; blower cooling; sealed lubrication; film snubbers; motor rewind; tilting devices; claw framing; plays through user's radio; maximum out-



put depends upon user's radio; 400-foot reel antenna; weighs 30 lbs. Price, $129.50: price with case, $159.50. Amplifier and speaker extension arms available as accessories.

MFR., Excel Movie Products, Inc.

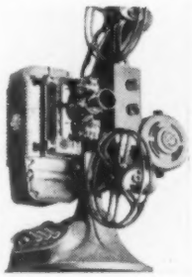
BOLEX MODEL G-816



Combination 8 and 16 mm; silent; 400 feet capacity; extension arm for 800 feet; line voltage 110-125 A.C.-D.C.; 0-60 cycles; 750-watt bayonet-type Radiant lamp; direct and reflected lighting; separate light switch; variable resistance built-in; built-in voltmeter; Kern - Paillard lens; sliding focus; gear and chain drive; rheostat speed control; rotary disc shutter; blower ventilation; reverse; motor rewind; tilting devices; single frame projection device; carrying case; change-over kit. Price, including 25 mm f/1.8 lens for 8 mm, and 50 mm f/1.6 lens for 16 mm, $331.

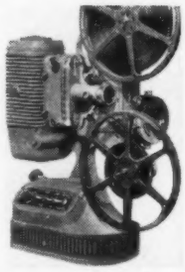
DIST., American Bolex Co., Inc.

DE JUR MODEL 750



8 mm; silent; 400 feet capacity; line voltage 100-125 A.C.-D.C.; 25-60 cycles; 750-watt pre-focus lamp; direct lighting; separate light switch; variable resistance; 1/2-inch coated Wollensak or Simpson lens; sliding focusing; 1-inch and 1 1/2-inch lenses available; combination belt and chain drive; rheostat control; rotary disc shutter; blower ventilation; reverse; motor rewind; tilting devices; single frame projection device; hinge film gate. Price, $139.50; case, $14.50.

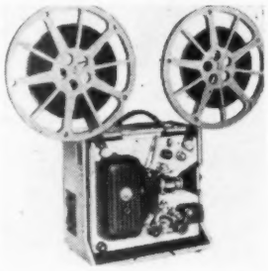
DE JUR MODEL 1000



Similar to the Model 750 in features and characteristics; supplied with 750-watt lamp; has capacity for 1000-watt pre-focus lamp; pilot light; automatic cord reel. Price, $159.50; case, $14.50.

MFR., DeJur Amsco Corp.

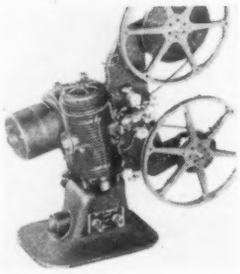
DEVRY BANTAM



16 mm; sound and silent; 2000 feet capacity; for A.C. or D.C. uses; 750- or 1000-watt lamp; 750-watt supplied; direct lighting; 2-inch f/1.65 coated lens; chain drive; 16 and 24 frames per second; fan cooling with exhaust ventilation; motor rewind; tilting devices; pilot light; maximum undistorted output, 3 watts; built-in speaker; weighs 31 lbs. Price, with single case, $345; with dual case, $384.50; with combination case, $394.50.

MFR., DeVry Corporation.

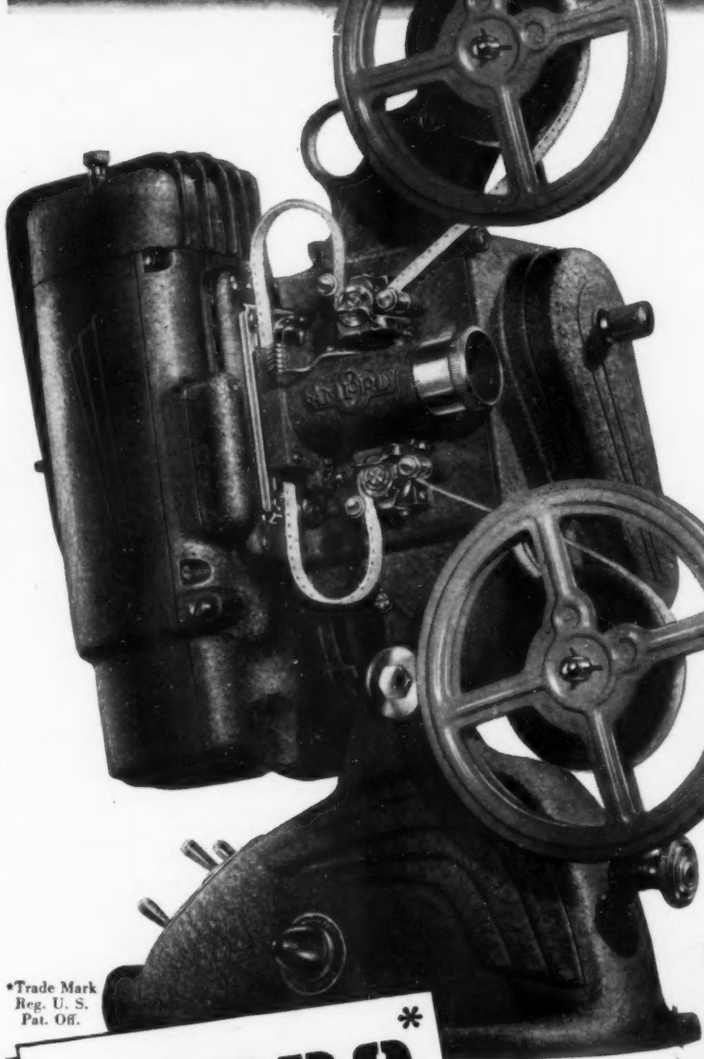
FILMO-MASTER 400



8 mm; silent; 400 feet capacity; line voltage 105-125 A.C.-D.C.; 500-watt B&H pre-aligned lamp; direct lighting; separate light switch; 1-inch f/1.6 coated lens; helical focusing; 3/4-inch f/1.8, and 1 1/2-inch f/2.1 lenses available; gear drive; friction brake speed control; rotary disc shutter; blower and fin cooling; motor rewind; tilting devices; single frame projection device; metered lubrication; weighs 7 lbs.; carrying case. Price, $187.50.

FILMO PICTURE MASTER

8 mm; silent; 400 feet capacity; line voltage 105-125 A.C.-D.C.; 750-watt B&H lamp; direct lighting; separate light switch; 1-inch f/1.6 coated B&H lens; helical focusing; same lenses available as for Filmo-Master; combination gear and belt drive; rheostat control; rotary disc shutter; fan and fins cooling; reverse; motor re-



Ampro enriches your enjoyment of 8 mm. movies

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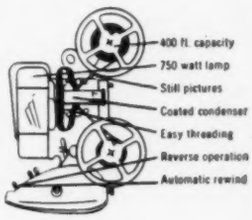

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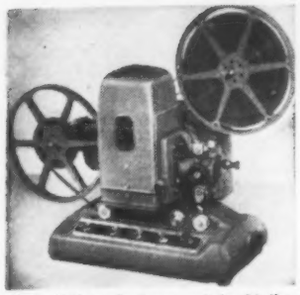
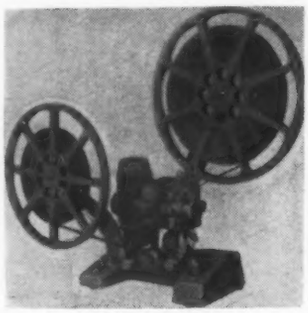


wind; tilting devices; weighs 14 lbs.; pilot light; single frame projection device; safe-lock sprockets; metered lubrication. Price, with case, $262.

FILMO DIPLOMAT

16 mm; silent; 400 feet capacity; line voltage 105-125, A.C., D.C.; 1000-watt B&H pre-aligned lamp; direct lighting; separate light switch; 2-inch f/1.6 coated B&H lens; helical focusing; gear drive; friction brake speed control; rotary disc shutter; fan and fins cooling; reverse; motor rewind; tilting devices; pilot light; single-frame projection device; radio interference eliminator; metered lubrication; safe-lock sprockets; magnalite condenser; projects sound film; weighs 14 lbs. Price, with case, $273.30. Cordomatic cord reel available as accessory.

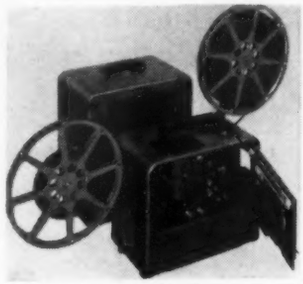
FILMO SHOWMASTER



16 mm; silent; 2000 feet capacity; line voltage 105-125; 1000-watt B&H pre-aligned lamp; direct lighting; separate light switch; 2-inch f/1.6 coated B&H lens; helical focusing; combination gear and belt drive; rotary disc shutter; fan and fins cooling; reverse; motor rewind; tilting devices; pilot light; single frame projection device; magnalite condenser; can project sound film; metered lubrication; safe-lock sprockets; weighs 16¼ lbs. Price, with case, $312.95. Lenses available for the Showmaster and Diplomat models: 0.64-inch f/2.4; ¾-inch f/3; 1-inch f/3; 1½-inch f/1.9; 2½-inch f/1.65; 3-inch f/2; 3½ inch f/2.3; and 4-inch f/2.5.

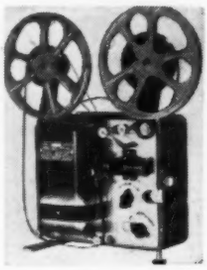
FILMOSOUND UTILITY

16 mm; sound and silent; 2000 feet capacity; line voltage 115; 60 cycles; 1000-watt pre-aligned B&H lamp; direct lighting; separate light switch; 2-inch f/1.6 coated B&H lens; helical focusing; combination gear and belt drive; electric governor speed control; 16 and 24 frames per second; rotary disc; fan and fins cooling; reverse; motor rewind; tilting devices; pilot light; single frame projection device; safe-lock sprockets; magnalite condenser; microphone-phonograph input jacks. Price, including case, $579. Accessories available include, Cordomatic speaker cord reel, microphones; 1-, 2-, and 3-speed turntables, power speaker. Lenses available: 0.64-inch f/2.4; ¾-inch f/3; 1½-inch f/1.9; 2½-inch f/1.65; 3-inch f/2; 3½-inch f/2.3, and 4-inch f/2.5.



MFR., Bell & Howell Co.

FODECO 8



8 mm; silent; 400 feet capacity; line voltage 115 A.C.-D.C.; 40-60 cycles; 750-watt illumination; 1-inch f/1.6 coated lens; helical focusing; spring belt drive; rheostat speed control; blower ventilation; motor rewind; semi-automatic tilting device; requires no case, self-contained; non-moving framing device; no gears or sprockets; built-in cord compartment; weighs 12½ lbs. Price, $89.50.

MFR., Technical Devices Corp.

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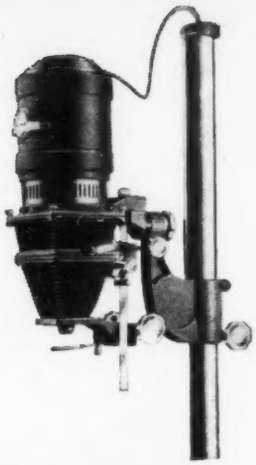
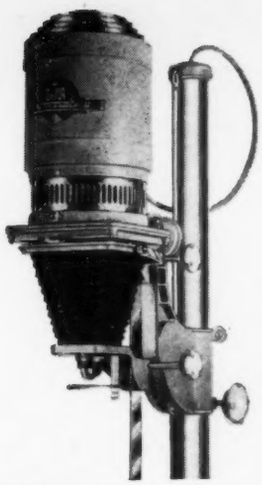


DeJUR Versatile I Enlarger

• Cool "Aero-Tech" light tight ventilation • Negative distortion control • Dual controls • Ball-bearing mounted • Precision die-cast construction • Takes all negatives through 2¼ x 3¼



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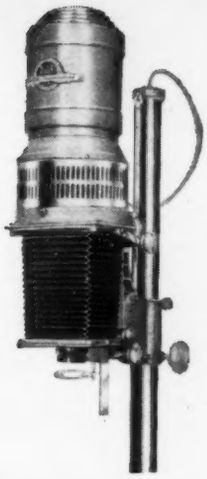

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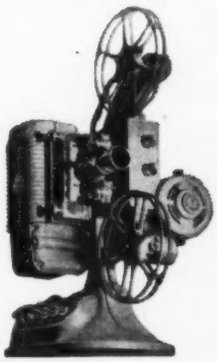
Has all the features of the Versatile I, II enlargers...but accommodates a 4" x 5" negative. Precision-built...it is one of the finest 4x5 enlargers on the market today.

DeJUR enlargers sold complete with coated f/4.5 Anastigmat lens



DeJUR "750" 8mm Projector

• 750 watt capacity • Forward and reverse projection • Still projection • 400 foot reel capacity • Variable film speeds • AC-DC heavy-duty Universal motor • Extremely fast f:1.6 coated projection lens • Rapid automatic rewind

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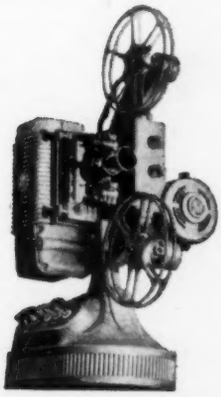

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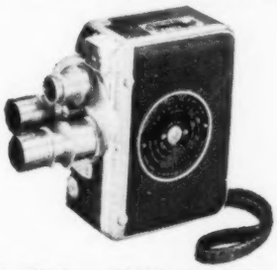
The finest 8mm projector on the market today. Has all the features of the "750", plus 1000 watt capacity, automatic cord reel and automatic threading light.



DeJUR 8mm MOVIE CAMERA Turret Model "300"

• All the beauty, advantages and new features of the "100" PLUS a three-lens turret mount for instantaneous change-over of lenses. A treasure that makes home movies a pleasure.

DeJUR 8mm MOVIE CAMERA Model "100"

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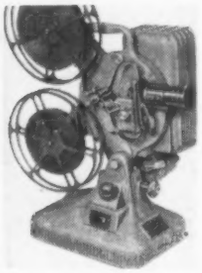
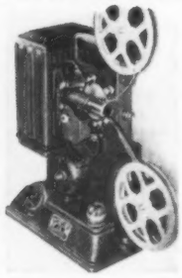
KEYSTONE MODEL K-160

16 mm; silent; 400 feet capacity; line voltage A.C.-D.C.; 50-60 cycles; 750-watt T-12 lamp; reflected lighting; separate light switch; variable resistance; 2-inch f/1.6 coated Wollensak lens; helical focusing; combination belt and gear drive; rotary disc shutter; blower ventilation;



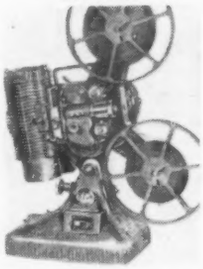
sealed lubrication with oil ducts to vital parts; reverse; motor rewind; tilting devices; pilot light; single frame projection; special threading and framing; weighs 28 lbs. Price, $119.50; case, $10.50.

KEYSTONE MODEL R-8



8 mm; silent; 400 feet capacity; 110 A.C.-D.C. line voltage; 50-60 cycles; 500-watt T-10 lamp; direct lighting; separate light switch; variable resistance; 1-inch f/1.85 coated Wollensak lens; helical focusing; combination gear and belt drive; rheostat speed control; rotary disc shutter; blower cooled; motor rewind; tilting devices; pilot light; sealed lubrication; weighs 23 lbs. Price, $74.50; case, $10.50.

KEYSTONE MODEL K-108

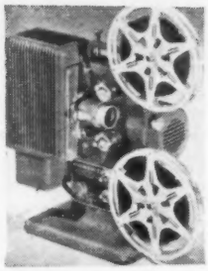


8 mm; silent 400 feet capacity; 110 A.C.-D.C. line voltage; 50-60 cycles; 750-watt T-12 lamp; direct lighting; separate light switch; variable resistance; 1-inch f/1.6 coated Wollensak lens; helical focusing; belt-drive; rheostat speed control; rotary disc shutter; blower cooling; reverse; motor rewind; tilting devices; pilot light; single frame projection; special threading and framing; sealed lubrication. Price, $138.50; case, $10.50.

MFR., Keystone Mfg. Co.

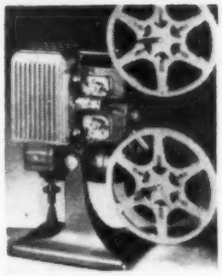
KODASCOPE EIGHT-33

8 mm; silent; 200 feet capacity; line voltage 100-125 A.C.-D.C.; 25-60 cycles; 300-, 400- or 500-watt lamp; direct lighting; separate light switch; 1-inch f/2 Kodak coated lens; helical focusing; belt drive; rheostat speed control; rotary disc; blower and fins cooling; sealed lubrication; motor rewind; tilting devices. Price,



with 500-watt lamp, $78; with 300-watt lamp, $77.12; case, $11.

KODASCOPE EIGHT-90A



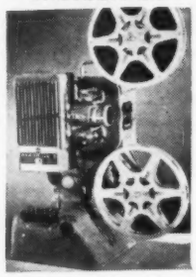
8 mm; silent; 400 feet capacity; 100-125 line voltage, A.C.-D.C.; 25-60 cycles; 750-watt maximum lamp wattage; direct lighting; rotary switch; 1-inch f/1.6 coated Kodak lens; helical focusing; combination belt, motor drive to mechanism; enclosed shafts to reel arms; rheostat speed control; blower and fins cooling; sealed lubrication; reverse; motor rewind; tilting devices; pilot light; single frame device; automatic loop guides. Price, with case, $185.

KODASCOPE SIXTEEN-10

16 mm; silent; 400 feet capacity; line

voltage 100-125 A.C.-D.C.; 25-60 cycles; 1000-watt maximum lamp wattage; supplied with 750-watt lamp; direct lighting; separate light switch; 2-inch f/1.6 coated Kodak lens; helical focusing; belt drive; rheostat speed control; rotary disc shutter; blower and fins cooling; sealed lubrication; motor rewind; tilting devices; oiling outfit. Price, $119.50; case, $16.50 and $30.

KODASCOPE SIXTEEN-20



16 mm; silent; 400 feet capacity; 1000-watt maximum lamp wattage; 750-watt lamp supplied; direct lighting; separate light switch; 2-inch f/1.6 coated Kodak lens; helical focusing; combination belt and motor drive to mechanism; enclosed shafts to reel arms; rheostat speed

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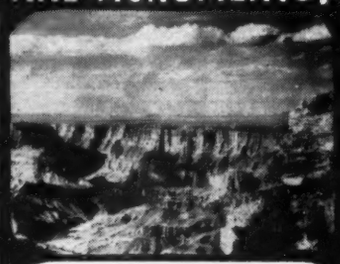

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Bryce Canyon #2	Great Smokies
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Painted Desert	Sequoia Nat'l.
Kings Canyon	Yellowstone Pk.
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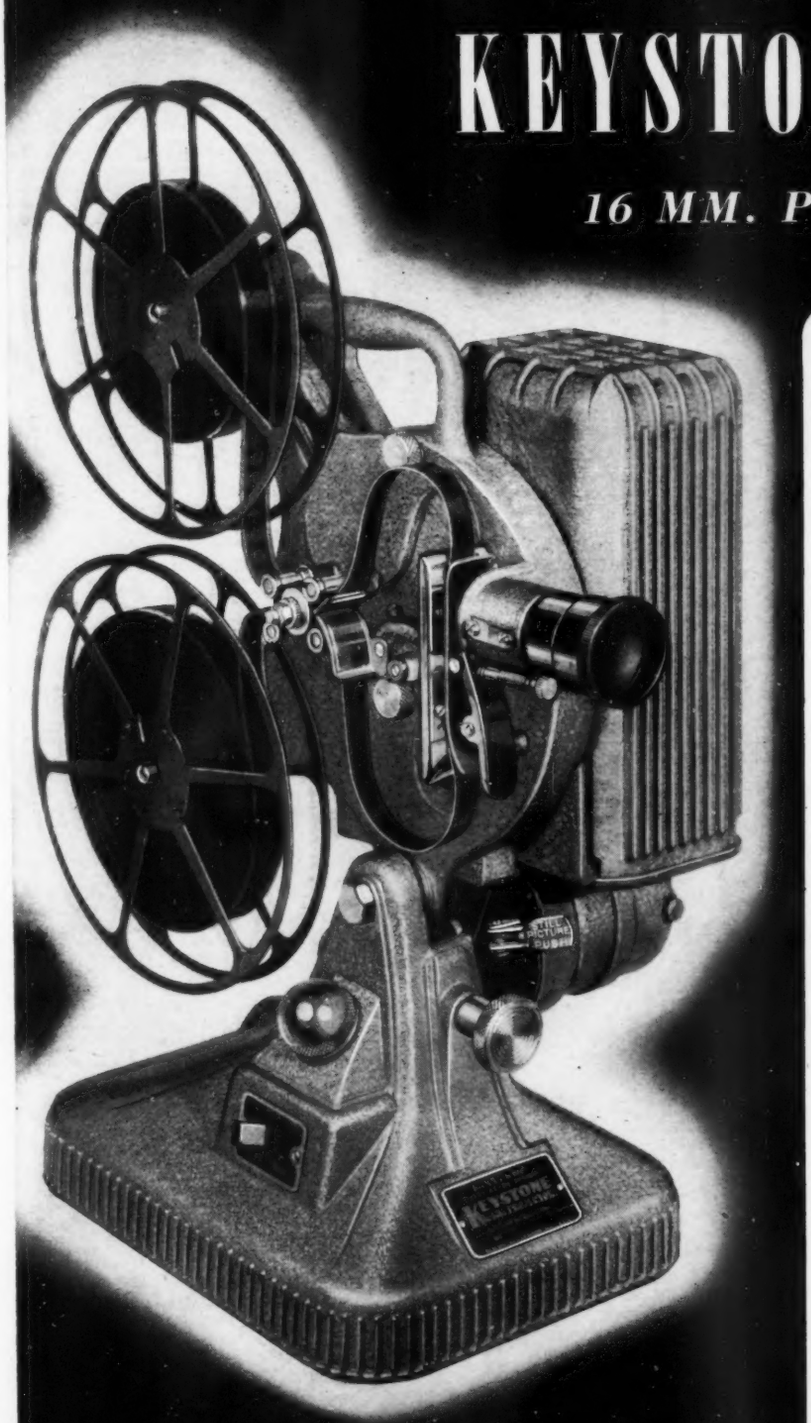
KEYSTONE K-160

16 MM. PROJECTOR



- ★ 750 watt lamp with lateral adjustment.
- ★ Coated Wollensak F1.6 two inch lens, 100% rating.
- ★ Removable coated condensers.
- ★ Retractable electric cord with automatic take-up.
- ★ Reverse pictures.
- ★ Still pictures.
- ★ Fast automatic rewind.
- ★ Geared take-up.
- ★ Oversize blower exhaust air unit.
- ★ Self-lubricating bearings.
- ★ Silent operation.
- ★ Self-adjusting removable gate.
- ★ Quick, easy threading.
- ★ Die-cast frame and base.
- ★ Three-way master switch.
- ★ Pilot light.
- ★ Angle projection with micromatic hand knob.
- ★ 400 foot capacity.

Keystone

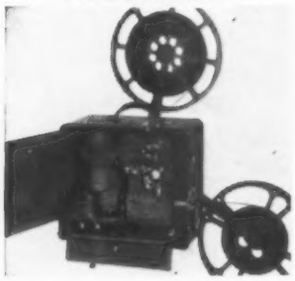
KEYSTONE MANUFACTURING COMPANY, BOSTON 24, MASS.

control; rotary disc shutter; blower and fins cooling; sealed lubrication; reverse; motor remind; tilting devices; pilot light; single frame projection device; push-button control; automatic wind-up for power cord. Price, with standard case, $245; with Projecto case, $261. Lenses available for the Sixteen-10 and Sixteen-20 models: 1-inch f/2.5; 1½-inch f/2.5; 2-inch f/2.5; 3-inch f/2; and 4-inch f/2.5.

SOUND KODASCOPE FS-10-N

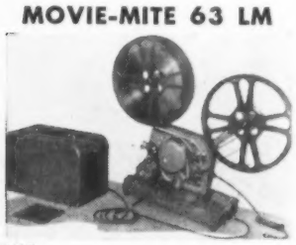
16 mm; sound and silent; 2000 feet capacity; line voltage 110-125 A.C.; 50-60 cycles; 750-watt lamp; interchangeable with 400- and 500-watt lamps; direct lighting; rotary switch; 2-inch f/1.6 coated Kodak lens; helical focusing; belt drive; rheostat speed control for 24 frames sound speed; rotary disc shutter; blower and fins cooling; sealed lubrication; film snubbers; motor rewind; tilting devices; pilot light; maximum undistorted output with twin speaker, 15 watts; fidelity control for optimum setting of sound optics; Cordomatic reel with single speaker unit; includes 1600-foot reel, oil, oil can, spare fuse and exciter lamp. Price, with single speaker unit, $500; with twin speaker unit, $565. Accessories include microphone, speaker extension cords. Lenses available: 1-inch f/2.5; 1½-inch f/2.5; 2-inch f/2.5; 3-inch f/2.5; and 4-inch f/2.5.
MFR., Eastman Kodak Co.

KOLOGRAPH



16 mm. sound and silent; 1600 feet capacity; extension arm for 2000-foot reels; line voltage 110 A.C.-D.C.; 50-60 cycles; 1000-watt T-20 or T-12 lamp; direct lighting; separate light switch; 2-inch f/1.6 coated lens; helical focusing; combination belt drive; governor speed control; 16 and 24 frames per second; 2-blade shutter; blower cooling; sealed lubrication; film snubbers; motor rewind; tilting devices; maximum undistorted output, 10 watts; sprocket intermittent film movement; speaker and all necessary cords; weighs 65 lbs. Price, including case, $585.
MFR., Kolograph Corporation.

MOVIE-MITE 63 LM

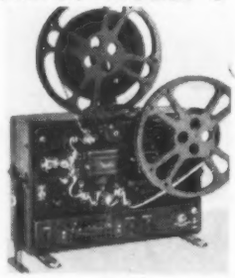


16 mm; sound and silent; 2000 feet capacity; line voltage 105-120 A.C.-D.C.; 50-60 cycles; 300-watt T-8½ bayonet base lamp; direct lighting; separate light switch; 2-inch f/1.85 coated Simco lens; combination gear and V-belt drive barrel shutter; blower cooling; film snubbers; motor rewind; tilting devices; framer; weighs 27½ lbs; complete with 800-foot reel, desk-top screen; single case with 6-inch speaker; aperture cleaner; lubricant; oil can, etc. Price, including case, $225. Accessories include 10-inch speaker with 50-foot cable.
MFR., Movie-Mite Corp.

MOVIE SOUND 8

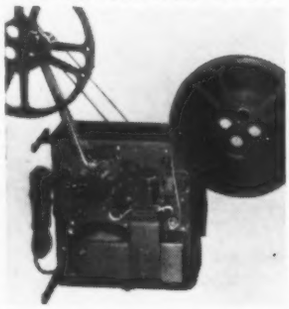
8 mm; sound and silent; 200 feet capacity; direct lighting; separate light switch; 1-inch f/2 coated Kodak lens; helical focusing; combination gear and chain drive; synchronous motor speed control; 16 frames per second; rotary disc shutter; blower cooling; motor rewind; tilting base; maximum undistorted output, 2 watts; dual speed synchronous turntable, 78 and 33 1/3 rpm; plays records up to 16 inches; weighs 53 lbs.; projector manufactured by Eastman Kodak Co.; sound unit by Wilcox Electric. Price, including case, $295.
DIST., Continental Products Corp.

NATCO MODEL G



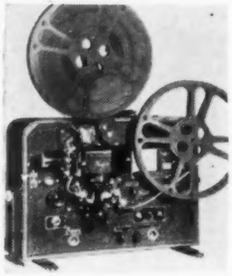
16 mm; sound and silent; 2000 feet capacity; line voltage 115 A.C.; 60 cycles; 750- or 1000-watt lamp; reflected lighting; 2-inch f/1.6 Simco coated lens; helical focusing; combination gear, belt, and chain drive; barrel shutter; blower cooling; sealed lubrication; film snubbers; motor rewind; tilting devices; pilot light; maximum undistorted output, 20 watts; built-in arms; weighs 87 lbs.; direct scanning; exciter lamp. Price, with case, $479. Accessories include microphones, turntables, covers; 1- to 4-inch lenses available.

NATCO MODEL 3030



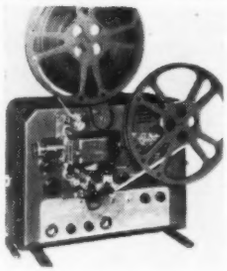
16 mm; silent and sound; 2000 feet capacity; 115 A.C.-D.C. line voltage; 50-60 cycles; 750- or 1000-watt lamp; direct lighting; separate light switch; 2-inch f/1.6 coated Simco lens; helical focusing; combination gear, belt, and chain drive; governor speed control; 16 and 24 frames per second; barrel shutter; fins and axial flow cooling; sealed lubrication; film snubbers; tilting devices; pilot light; maximum undistorted output, 5 watts; includes 400-foot reel. Price, including case, $289.50. Accessories include microphone, turntables, booster amplifier, microphone amplifier, cover; 1- to 4-inch lenses available.

NATCO MODEL 3015-1



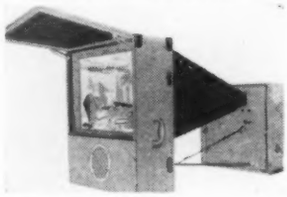
16 mm; silent and sound; 2000 feet capacity; similar to the Model 3030 in design, features, and characteristics, except it has a motor rewind, and maximum undistorted output of 20 watts; built-in arm; direct scanning; weighs 85 lbs. Price, including case, $497. Accessories include microphones, turntable, and cover.

NATCO MODEL 3015-2



Similar to the Model 3015-1 except that all the controls have been contained in one panel. Price, including case, $469. Accessories same as above.
MFR., Natco, Inc.

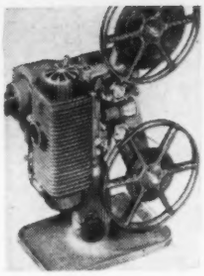
PORTO-SOUND



16 mm; sound only; line voltage 120 A.C.; 60 cycles; 500-watt lamp; direct lighting; ¾-inch coated Wollensak f/1.9 lens; sliding focusing; combination belt and chain drive; 16 frames per second speed; rotary disc shutter; blower cooling; film snubbers; special threading and framing; maximum undistorted output, 2½ watts; self-contained 15x20" screen for visibility in fully lighted areas. Price, including case, $495.
DIST. Capitol Projector Corp.

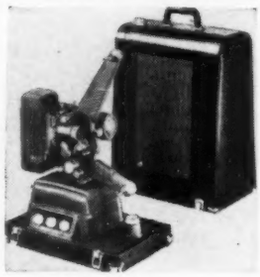
REVERE MODEL 85

8 mm; silent; 300 feet capacity; 110-120 A.C.-D.C. line voltage; 500-watt pre-focus lamp; 1-inch f/1.6 coated lens; ball-bearing motor drive; roller-type sprocket guides pass damaged perforations; duplex shuttle film movement; rheostat speed control; power film rewind; enclosed



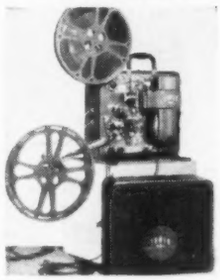
chain and gear drive; double blower cooling; single frame projection device; tilting devices; beam threading light; duo-shield diffuser to reduce ceiling light. Price, $120; case, $7.50.

REVERE SP-16



16 mm; sound and silent; 400-feet capacity; extension arm for 1600-foot reels; line voltage 105-120 A.C.-D.C.; 750-watt lamp; direct lighting; variable resistance; built-in voltmeter; 2-inch f/1.6 coated lens; combination gear and chain drive; fixed speed; rotary disc shutter; double blower cooling; sealed lubrication; motor rewind; tilting device; pilot light; beam threading device; duo-shield light diffuser; combination Alnico V speaker-carrying case combination; weighs approx. 33 lbs. Price, including case, $287.50.
MFR., Revere Camera Co.

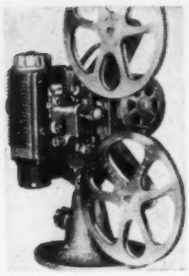
TOWER SOUND PROJECTOR



16 mm; sound and silent; 2000 feet capacity; line voltage 110 A.C.-D.C.; 50-60 cycles; direct lighting; separate light switch; coated f/1.6 lens; helical focusing; belt drive; 16 and 24 frames per second; barrel shutter; weighs 37 lbs.; blower, fins, and axial flow cooling; motor rewind; tilting devices; single unit case; detachable speaker side; 400-foot and 1600-foot reel included. Price, including case, $269.
DIST., Sears, Roebuck and Co.

UNIVERSAL CINEMATIC P-750

8 mm; silent; 400 feet capacity; line voltage 110 A.C.-D.C.; 60 cycles; 750-watt lamp; direct lighting; separate light switch; 1-inch f/1.6 coated lens; helical focusing; gear drive; rheostat speed control; blower and fins cooling; sealed lubrication film snubbers; reverse; motor rewind; tilting devices; pilot light; single



frame projection device. Price, $135; case, $10.75.

Model P-752. The new model similar to the P-750 model; has same features and general characteristics. Price, $115.

MFR., Universal Camera Corp.

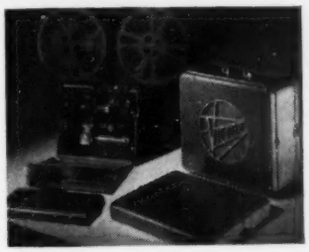
VICTOR TRIUMPH 60

16 mm; sound and silent; 2000 feet capacity; line voltage 100-125 A.C. only; 50-60 cycles; 750- or 1000-watt lamp; direct lighting; separate light switch; 2-inch f/1.6 coated Simco lens; helical focusing; 1-inch f/2 through 4-inch f/2.8 lenses available; belt drive; governor speed control; 16 and 24 frames per second; rotary disc shutter; blower cooling; film snubbers; reverse; motor rewind; tilting devices; pilot light; single frame projection device; special threading and framing; maximum undistorted output, 16 watts; oiling kit; 1600-foot reel; weighs 70 lbs.; 75-foot speaker lead; 12-foot power cord. Price, including case, $468. Accessories include slipcover, microphone, projection stand.

VICTOR LITE-WEIGHT

16 mm; sound and silent; similar to the Triumph 60 model except it is for A.C. and D.C. operation; also available A.C. only; maximum undistorted output is 8 watts; weighs 33 lbs. Price, with case, $375.

MFR., Victor Animatograph Corp.



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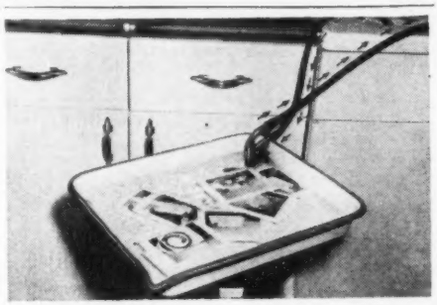

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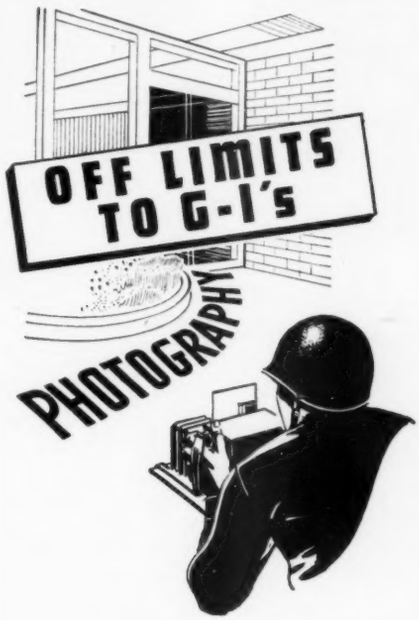

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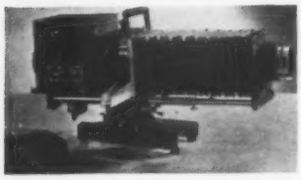
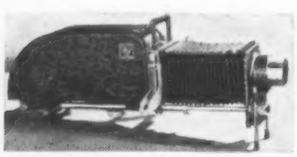


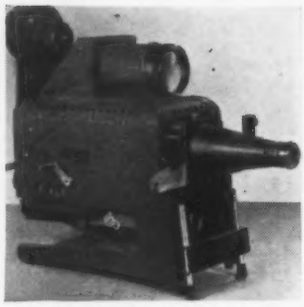
Model D Classroom Delineascope. Takes 3¼x4" glass slides, 35 mm film strips; takes 2x2" and 2¾x2¾" glass slides with accessory carriers; metal construction; weighs 16 lbs; 12-inch f/5.1 lens; helical focusing; adjustable condensers; 500-watt pre-focus lamp for a-c or d-c; natural ventilation; tilting arrangements; automatic frame-centering; combined filmslide and microslide attachment; Price, including metal case, $96. Accessories include carriers mentioned, combined film-and-microslide attach.; 6½, 8½, 10, 12, 16, and 20-inch lenses.

Model B Science Delineascope. Takes 3¼x4" glass slides; weighs 14 lbs.; 6½-inch f/5 lens; helical focusing; 500-watt pre-focus lamp for a-c or d-c; natural ventilation; tilting arrangements controlled by upper first surface mirror. Price, including case, $102.50. Accessories include a 30x40" solid-back glass bended screen.



Model GK Auditorium Delineascope. Takes 3¼x4" and 2x2" glass slides, cardboard or metal mounts; weighs 21 lbs.; 12-inch f/5.1 lens; rack-and-pinion focusing; interchangeable condensers; 750-watt pre-focus lamp for a-c or d-c; forced ventilation; elevating device; horizontal carrier. Price, including case, $261.50. Accessories include 6½, 8½, 16, 20, and 24-inch lenses; iris diaphragm, and 2¾x2¾" slide carrier.

VAC Opaque Delineascope. Takes 3¼x4" glass slides, 35 mm film strips; takes 2¾x2¾" and 2x2" glass, metal,



or cardboard with accessory carriers; weighs 41 lbs.; 3, 8, or 16-inch lens, f/3.5, f/5.6, and f/4.6 respectively; helical focusing; adjustable condensers; 500-watt pre-focus lamp for a-c or d-c; forced ventilation; elevating device; automatic frame-centering; horizontal slide carriers; Price, $257.50. Accessories include foot control, masking plate, leatherette carrying case, slide carriers, platen, and two postcard holders.

MFR. American Optical Co., Scientific Instrument Div.

AMPRO SLIDE MODEL 30-A

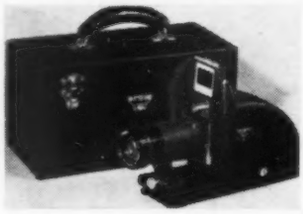
Takes 2x2" glass slides or cardboard mounts; weighs 11 lbs.; 5-inch f/3.5 coated lens; sliding focusing; 300-watt T-10 lamp for a-c or d-c; automatic snap-action self-centering slide carrier; screw-and-block tilting; Price, including case, $59.50. Lenses available; 3, 4, and 7-inch.

AMPRO SLIDE DUAL PURPOSE MODEL 30-D

Takes 2x2" glass slides or cardboard mounts, single frame 35 mm slide film; 5-inch f/3.5 coated lens; sliding focusing; 300-watt T-10 lamp for a-c or d-c; special fin design to give maximum air flow; automatic snap-action self-center glass or mounts; two sprockets, curved film aperture to carry film; automatic frame centering; tilting device. Price, $92 with case.

MFR. Ampro Corporation.

ARGUS PA-100



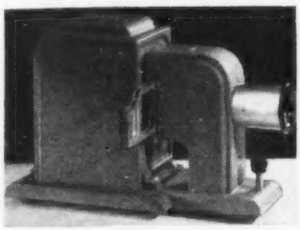
Takes 2x2" glass slides and cardboard mounts; double and single frame 35 mm; 4-inch f/3.5 coated lens; sliding focusing; 100-watt T-8 lamp; rotary-type slide carrier for right-side-up insertion; tilting arrangement permits instant exact screen centering; metal construction. Price, $31.85, including case. Film strip holder available as accessory for $3.95.

ARGUS PA-300

Takes 2x2" glass slides and cardboard mounts; double and single frame 35 mm film strips up to 10 feet in length; oversize triple condensing lenses; retractable glass pressure plate for film strips; micro-focusing; uses 300 watt T-10 lamp; 5-inch f/3.5 coated lens; other features same as the PA-100 model. Price, $75, including case.

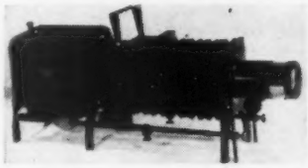
MFR. Argus, Inc.

B & L 2x2 SLIDE PROJECTOR

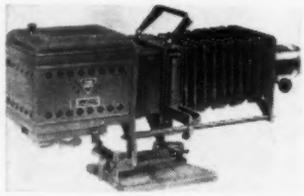


Takes 2x2" glass slides and cardboard mounts; weighs 8 lbs.; 5-inch lens; sliding focusing; 150-watt T-8 lamp on 120 line voltage; double-sliding slide carrier; tilting device; Price $58; case, $11.

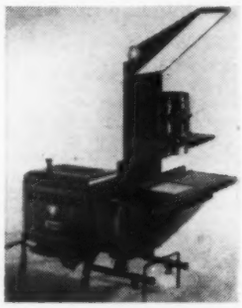
B & L BALOPTICON



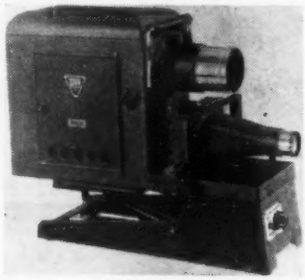
Model B. Takes 3¼x4" glass slides; weighs 15 lbs.; 12-inch lens; 4 to 24-inch lenses available; 500-watt T-20 lamp; convection cooling; wooden double-slide carrier; tilting by supplementary legs; Price, $83; case, $6.



Model BDT. Takes 3¼x4" glass slides; weighs 26 lbs.; 12-inch lens; 4 to 15-inch lenses available; rack-and-pinion focusing; 500-watt T-20 lamp; double-slide carrier; special tilting base. Price, $90; case, $6.



Overhead Model BOH. Takes 3¼x4" glass slides; weighs 14 lbs.; 5½ and 6½-inch f/3 lens; rack-and-pinion focusing; 500-watt T-20 lamp; convection cooling; flat table slide carrier; supplementary tilting legs; Price, $102.50.



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2x2 Slide Projector
Filmatic Head Readily Converts the Manumatic for 35mm. Filmstrip Send for Bulletin No. 463
FIRST with Blower Cooling in such small size and light weight . . . FIRST with machined condenser mounts . . . FIRST with center of gravity tilt . . . FIRST with cast aluminum construction . . . FIRST with pressure pad slide carrier . . . FIRST with choice of Manumatic or two-way slide carrier . . . FIRST with convertibility to filmstrip projection . . . FIRST with lift-off carrying case. And still the lowest priced of its kind! Compare! See and feel the difference. Gives you highest light output per watt. Has coated Anastigmat 5"f:3.5 Cooke type lens. (Other focal lengths available.) Assures more brilliant screen images ... protects your transparencies.
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GoldE Manufacturing Co., 1222-E West Madison St., Chicago 7, U. S. A.

etc.; takes 3¼x4" glass slides; weighs 37 lbs.; 18-inch lens for opaque material and 10-inch lens for slide projection; sliding focusing; 7 and 14-inch lenses available; 500-watt T-20 lamp; motor-driven blower; double slide carrier; two postcard holders for opaque objects. Price, $205.
MFR. Bausch & Lomb Optical Co.

DAVIDSON STAR D ONE TWENTY

Takes 2¾x2¾" glass slides and cardboard mounts; 8-inch f/4.5 coated lens; rack-and-pinion focusing; adjustable coated condensers; 5-inch lens available; 150-watt D. C. bayonet-base lamp; slide carrier has an adapter for 2x2" slides; screw-type tilting device; Price, $79.95; case, $9.95.
MFR. Davidson Mfg. Co.

DELPHIC 2¼ PROJECTOR

Takes 2¾x2¾" glass slides, 2x2" cardboard-mounted transparencies, and single-frame 35 mm film; 7-inch f/3.4 coated lens; rack-and-pinion focusing; 150-watt T-8 lamp; double carrier; adjustable tilting device; automatic frame-centering; Price, $39.95.
MFR. Delphic Photographic Sales Co., Inc.

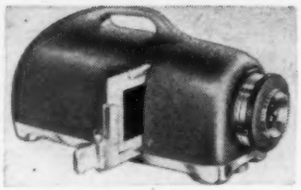
DEPTHRO MODEL 8

Takes 1⅜x6½" glass slides, single-frame 35 mm film; weighs 14 lbs. with case; 4-inch f/3.5 lens; helical focusing; lens coated; 5-inch lens available; 200-watt T-8 lamp; single-piece standard slide carrier; helical tilting device; semi-automatic frame-centering; Price, with case, $175. Accessories included, three viewers and three slides; special slide carriers available as extras.
MFR. Stereovision Co.

DIAMANT D-1

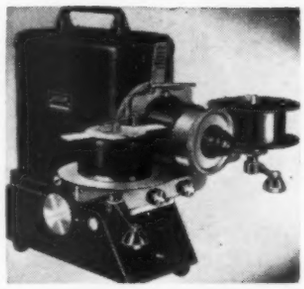
Takes 2¼x2¼ glass slides, and transparencies in 2x2 cardboard mounts; double and single frame 35 mm film; 8-inch f/4.5 coated lens; positive friction drive operated by a focusing knob; 150-watt T-8 lamp; natural draft ventilation; double film holder carrier; tilting device; automatic frame-centering. Price, including two 35 mm metal adapters, $59.50; case, $10.95.
MFR., Diamant Products Co.

EMDE MODEL 21



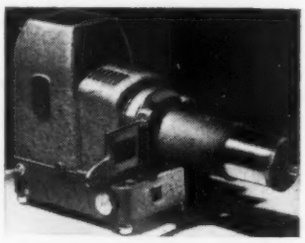
Takes 2x2 and 3¼x4" glass slides, 2x2" cardboard mounted transparencies; weighs 8 lbs.; 5- and 7-inch lens, coated; helical focusing; ausiliary lens available to increase focal length of projector lens used; 150-watt T-8 lamp; line voltage 115-120; manual, positive-stop aluminum slide carrier; tilting device; automatic frame centering; switch at rear of base. Price, $89.50; case, $13.50. Auxiliary lenses, $5.50.
MFR. Emde Products, Inc.

FEDERAL MICROFILM READER-PROJECTOR



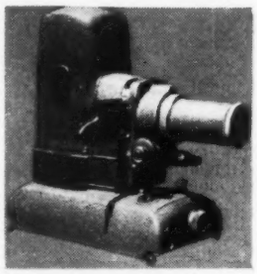
Takes single and double-frame 35 mm and 16 mm film; perforated or unperforated, up to 100 feet; weighs 10 lbs.; 65 mm f/6.3 coated lens; spiral focusing, with friction grip and lock; 150-watt T-8 lamp; convection cooling with heat-absorbing filter; tilting device; removable film carrier. Price, including 16 mm adapter, $95.
MFR. Federal Mfg. & Eng. Corp.

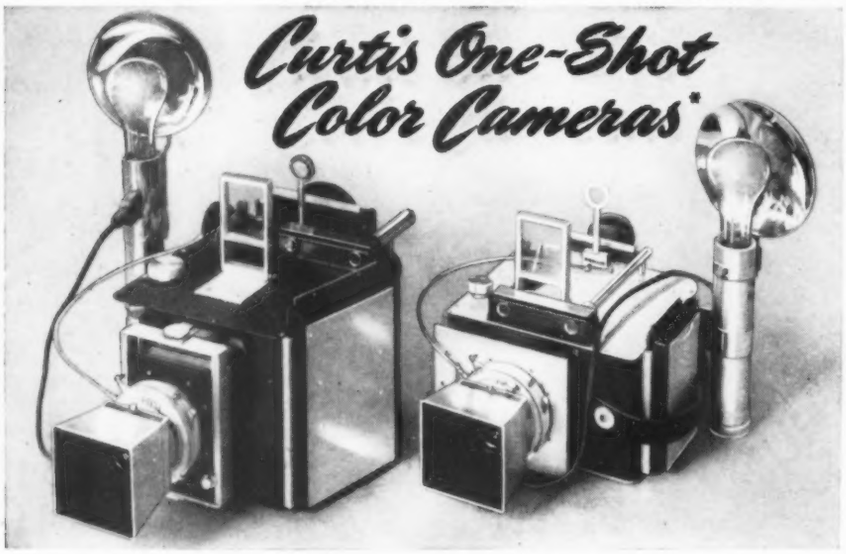
FILMO DUO-MASTER



Takes 2x2" glass slides; weighs 5 lbs.; all metal construction; provision for projecting Kodak Bantam slides vertically; 5-inch f/3.5 coated lens; helical focusing; condensers adjustable; 3½ and 7½-inch lenses available; 300-watt Biplane filament lamp; permanently attached, conventional 2-place slide carrier; tilting device; Price, including case, $130.

FILMO SLIDE MASTER





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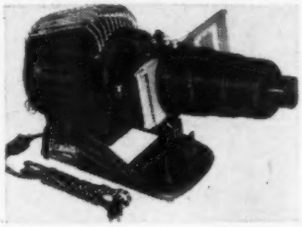
Takes 2x2" glass slides and cardboard mounts; can project vertical Kodak Bantam slides; 5-inch f/3.5 coated lens; rack-and-pinion focusing; 3½ and 7½-inch lenses available; 1000-watt base-up lamp; line voltage, 100-125, a-c or d-c; fan-motor ventilation; conventional horizontal 2-place sliding carrier. Price, including case, $285.
MFR. Bell & Howell Co.

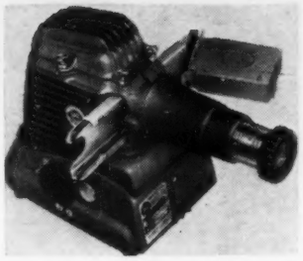
GOLDE MASTER PROJECTOR



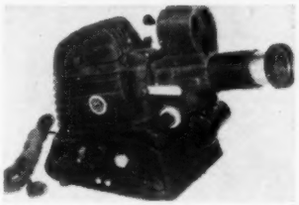
Takes 3 1/4 x 4 1/4, 2 1/4 x 3 1/4, 3 1/4 x 4, and 2 x 2" glass slides; takes 2x2" cardboard mounts with accessory 2x2 slide adapter; takes double and single-frame 35 mm film with accessory Filmatic projection head; weighs 12 lbs.; rotating head; 6½-inch coated lens; helical focusing; condensers adjustable; 9 and 12-inch lenses available; 500-watt medium pre-focus lamps; line voltage, 110 to 120 a-c; 2-place slide carrier; self-rewind film carrier; tilting and frame-centering devices. Price, $69; price of case, $12.

GOLDE MANUMATIC

Takes 2x2" glass slides and cardboard mounts; takes Bantam 828 film; projects vertical or horizontal double and single-frame 35 mm film; rotating head; 5-inch coated lens; helical focusing; condensers adjustable; 2, 4, and 7-inch lenses available; 300-watt T-8 or T-8½ lamp; motor driven blower; automatically stacks 50 paper or 20 glass slides; self-rewind film carrier; tilting device; framing device. Price, $52; case, $10. Accessories include projection head for 35 mm strip film.



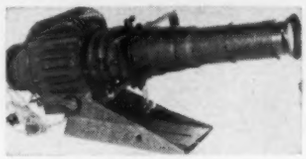
GOLDE FILMATIC



Takes 2x2" glass slides and cardboard mounts; double or single-frame 35 mm film; rotating head; 5-inch coated lens; helical focusing; adjustable condensers; same features and characteristics as the Manumatic model. Price, $78; case, $10. Accessories same as Master model.

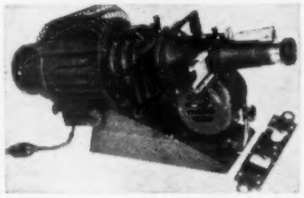
GOLDE AIR-FLO STEREOPTON

Takes 3¼x4" glass slides; takes standard sizes from 2x2 to 2¾x2¾" glass slides with accessory slide adapters; 14 to 26-inch lenses; coated; helical focusing; adjustable condensers; 250 to 1000-watt T-20 lamp for a-c use; forced air-blower cooled; 2-place



slide and film carriers; tilting and frame-centering devices. Price, $64; case, $14.50. Accessories available include blower-adapter, lamps, etc.

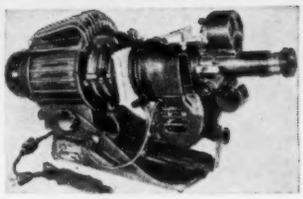
GOLDE 1000 WATT COMBINATION



Takes glass slides from 2x2 to 3¼x4"; takes 2x2" cardboard mounts; similar in construction and characteristics to the Stereopton model except it has blower-cooled slide adapter mounted; 5 and 18-inch lenses, coated; uses 300 to 1000-watt T-12 pre-focus lamp for a-c or d-c use; Price, $118.25; case, $14.50. Accessories available include standard GoldE accessories.

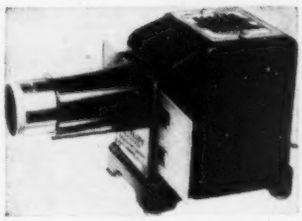
GOLDE ALL-PURPOSE PROJECTOR

Takes glass slides from 2x2 to 3¼x4"; 2x2" cardboard mounts; double and single-frame 35 mm film strips; 2 to 26-inch lenses; coated; helical focusing; adjustable condensers; 250 to



1000-watt T-12 pre-focus lamp; a-c operation; a-c, d-c units available; double-blower cooled; 2-way Manumatic slide carrier; self-rewind film carrier; tilting device; Price, $145.25; case, $14.50.
MFR. GoldE Mfg. Co.

HOLLYSLIDE PROJECTOR



Takes 16 mm film strips; weighs 1½ lbs.; 2-inch lens; sliding focusing; 75-watt T-8 lamp; thermal cooling; 10 color transparencies mounted in a single cardboard holder; locator mechanism centers each frame as the holder is advanced through the projector. Price, $29.50.
MFR. Hollyslide Co., Inc.

KEYSTONE OVERHEAD PROJECTOR

Takes any size up to 3¼x4"; single and double-frame 35 mm film; weighs 17 lbs.; projects vertical frames; 6-inch lens; sliding focusing; adjustable condensers; 500 to 1000-

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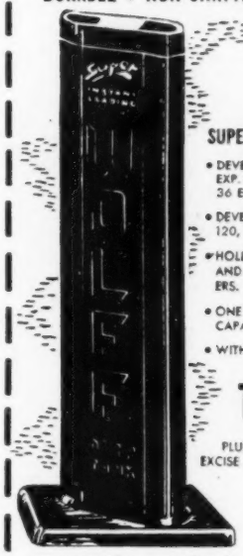

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• DEVELOPS 8 ROLLS 20 EXP. 35 mm. • 4 ROLLS 36 EXP. 35 mm.
• DEVELOPS 4 ROLLS 116, 120, 127 FILM.
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• ONE HALF GALLON CAPACITY.
• WITH DAYLITE TOP.
12.50 PLUS EXCISE TAX
TANK SIZE: 22" deep x 5½"x1⅛"

NOT JUST ANOTHER DEVELOPING TANK . . . but a scientifically designed and engineered DEEP TANK providing multiple and instant loading, (wet or dry) . . . for black and white or color film.
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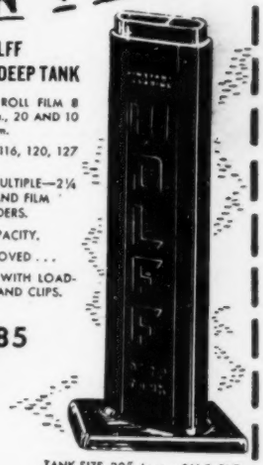

TANK SIZE: 20" deep x 3½"x⅜"

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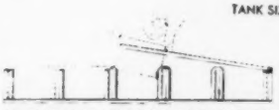

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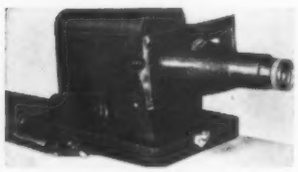
watt lamp for a-c or d-c use; suction fan cooling; slides lie flat on projector table; table has tilting top;

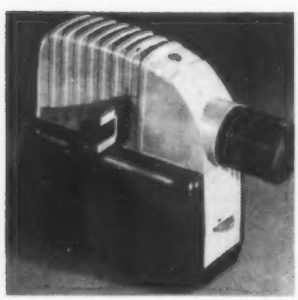
Price, $134.50 including case. Accessories include various size adapters.
MFR. Keystone View Co.

KIMAC UNIVERSAL PROJECTOR



Takes glass slides from 2x2 to 3¼x4"; 2x2" cardboard mounts; single and double-frame 35 mm film with strip film carrier accessory; projects vertical frames; 9-inch f/4 coated lens; helical focusing; 6-inch lens available; 300-watt T-10 lamp for a-c or d-c use; 2-place sliding carrier; tilting device; automatic frame-centering; Price, $69.50; case, $15. Accessories include strip film carrier.
MFR. The Kimac Co.

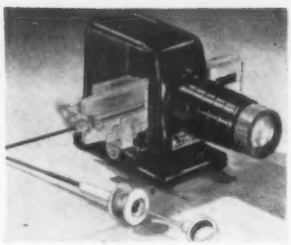
KODASLIDE



Master Model. Takes 2x2" glass slides and cardboard mounts; 5, 7½, and 1-inch coated lenses; rack-and-pinion focusing; adjustable condensers; Kodak Projection Ektar and Ektanon lenses available; 1000-watt prefocus lamp; 3-way ventilation with turbine-type fan; manually operated slide carrier; tilting mechanism; automatic frame-centering. Price, including case, $181 to $295, depending upon choice of lens.

Model 1A. Takes 2x2" glass slides and cardboard mounts; single-frame 35 mm film; projects vertical frames; 4-inch f/3.5 coated lens; sliding focusing; 150-watt lamp; 2-place metal slide carrier; automatic frame-centering. Price, $27.50; case, $9. Accessories include Kodaslide Changer.

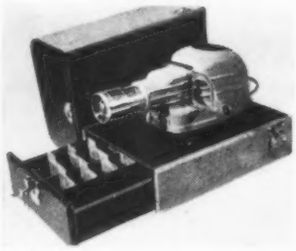
Model 2A. Has similar features and construction as the Model 1A; 5-inch f/3.5 coated lens; sliding focusing; Kodak Projection Ektanon 7½-inch f/4 lens available; Price, $47.50;



price of case, $15. Accessories include dissolve control unit, and Kodaslide Changer illustrated.
MFR. Eastman Kodak Co.

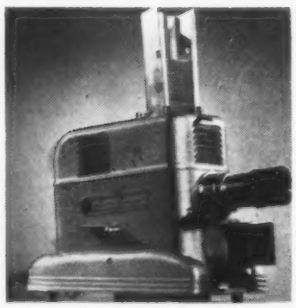
MARTON DELUXE

Takes 2x2" glass slides and cardboard mounts; 5-inch f/3.5 color-corrected Kollmorgen lens; 150-watt bayonet-base lamp; vent-cooled sliding carrier; automatic frame-centering; tilting device. Price, $22.50; case with built-in file drawer, $12.50.



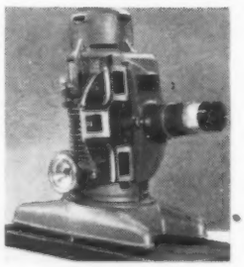
Standard Model. Identical with above except has 4-inch f/4.5 lens with helical focusing. Price, $22.50; price of case, $12.50.
MFR. Associated Photo Products.

P.R.C. AUTOMATIC SLIDE PROJECTOR



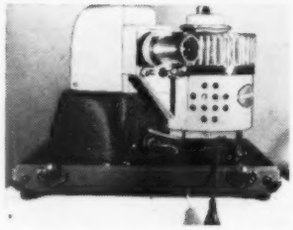
Takes 2x2" glass slides and cardboard mounts; projects vertical frames; 5-inch f/3.5 coated lens; micro focusing; 3 and 7-inch coated lenses available; 300-watt T-10 lamp for a-c use; induced draft ventilation; completely automatic, operates by remote control button; handles 35 glass slides or 75 paper-mounted slides which are kept in metal container; slides automatically filed in lower container in proper sequence after projection. Price, $125 including case. Accessories include 30-foot push-button cord.

P.R.C. AUDITORIUM PROJECTOR



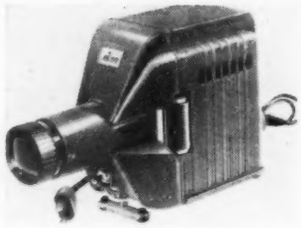
Takes 2x2" glass slides and cardboard mounts; projects vertical frames; 5 or 7-inch f/3.5 coated lens; helical focusing; 1000-watt T-12 lamp for a-c use; forced ventilation; 3-position switch; rotary dial; device to permit pointer use. Price, $165 including case.
MFR. Picture Recording Co.

SELECTROSLIDE

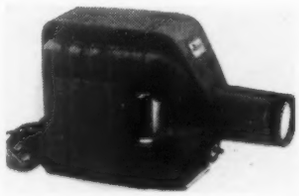


Takes 2x2" glass slides and cardboard mounts; single and double frame 35 mm film; uses 300- to 1000-watt lamp; 3- to 12-inch lenses available; all coated; has motor-driven fan cooling. Price on request. Accessories include Selectroslide attachment — interchangeable, automatic controlled magazine which holds 48 2x2" slides.
MFR. Spindler & Sauppe.

SKAN MODEL SP-200

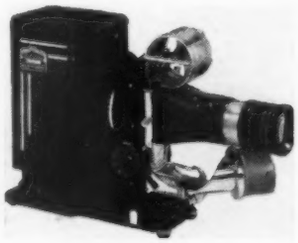


Takes 2x2" glass slides and cardboard mounts; single and double-frame 35 mm film; 5-inch f/3.5 lens; sliding focusing; 4-inch f/3.5 coated lens available; 200-watt T-10DC lamp; blower cooled; direct insertion slide carrier; automatic frame-centering; tilting device. Price, $32.75. Accessories include slide file, carry case, etc.

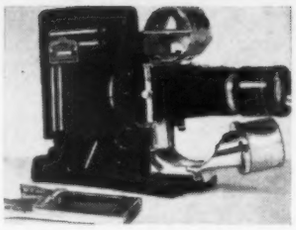


Model SP-100. Same as above in features and characteristics except it has 100-watt S-11SC lamp. Price, $24.75.
MFR. G-M Laboratories, Inc.

S. V. E.

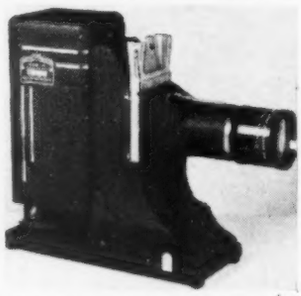


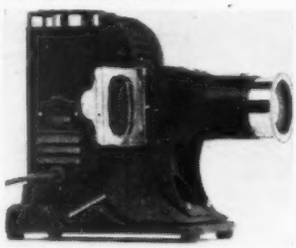
Model AAA. Takes 2x2" glass slides and cardboard mounts; single and double-frame 35 mm film strips; swivel projector head for vertical frame projection; 5-inch f/3.5 coated lens; helical focusing; 3, 4, and 7-inch lens available; 300-watt T-10 lamp; natural draft ventilation; vertical slide changer; sprocket-drive film advance with automatic rewind takeup; indexing adjustment for single or double frame; manual adjustment frame-centering; tilt lever. Price, including case, $80.



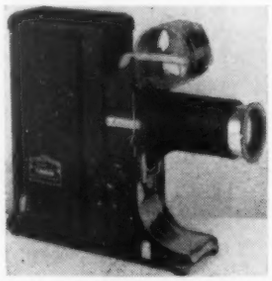
Model DD. Similar to Model AAA except it uses 150-watt T-8 lamp. Price, including case, $68.50.

Model AK. Takes 2x2" glass slides and cardboard mounts; single and double frame 35 mm film; 5-inch f/3.5 coated lens; sliding focusing; 3, 4, or 7-inch lenses available; 300-watt T-10 lamp; natural draft; vertical slide carrier; adjusting tilt lever; operated from top. Price, including case, $62.90.

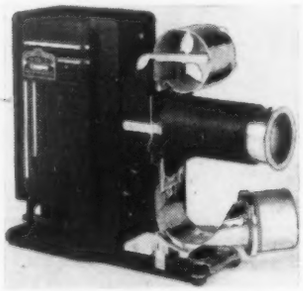




Model RK. Similar to Model AK except does not take 35 mm film; 4-inch f/3.5 lens; 100-watt T-8 lamp; horizontal slide carrier. Price, $35.95 including case.



Model F. Takes 35 mm single frame film strips; 4-inch f/3.5 lens; sliding focusing; 200-watt T-10 lamp; natural draft ventilation; sprocket-drive carrier with indexing intermitent; recessed film track and magazine; adjusting tilt lever. Price, including case, $48.60. Rewind takeup available as an accessory.



Model G. Similar to Model F except has 300-watt T-10 lamp; rewind takeup. Price, including case, $65.75.

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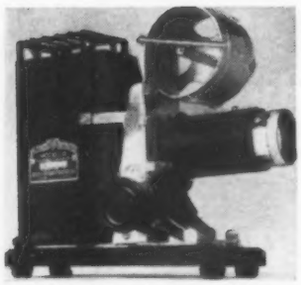


Model Q. Takes single-frame 35 mm film strips; 3-inch f/3.2 lens; sliding focusing; 4-inch lens available; 100-watt T-8 lamp; natural draft ventilation; same type film carrier as the Model F and G; adjusting tilt lever. Price, with case, $31.40. Rewind take-up available as accessory.
MFR. Society for Visual Education Inc.

TDC VIVID MODEL B

Takes 2x2" glass slides and cardboard mounts; 5-inch f/3.5 lens; rack-and-pinion micro-focusing; 4, 5, and 7-inch coated and uncoated lenses available; 150-watt T-8 lamp; a-c, d-c use; convection cooling; shutter-type carrier; self-centering; feeds from right side; pointer apertures; adjustable tilt control. Price, $39.75; case, $8.50. Accessories include fan cooling unit for $12.50, and coated condensers and filters.

Model C. Identical to Model B except has 300-watt T-10 lamp for a-c or d-c use. Price, $49.70; case, $8.50. Accessories same as for Model B.

Model D. Identical to Model C except has fan-cooling unit in base; for a-c use only. Price, $62.20; case, $8.50. Accessories same as Model B.

TDC VIVID MODEL RN

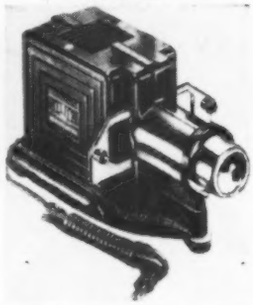
Takes 2¾x2¾" glass slides; takes transparencies in 2x2 cardboard mounts with accessory carrier; 6-inch coated lens; rack-and-pinion micro-focusing; 150-watt T-8 lamp for a-c or d-c; convection cooling; shutter-type carrier; self-centering; feeds from right side; interchangeable Kodak semi-automatic slide changer and Vivid standard 2x2 slide carrier;

pointer apertures; tilt control. Price, $59.75; price of case, $8.50. Accessories include fan cooling unit.

Model RO. Identical to Model RN except has 300-watt T-10 lamp for a-c or d-c use. Price, $69.70. Same accessories as Model RN.

Model RP. Identical to Model RO except it has a-c fan cooling unit in base; for a-c use only. Price, $82.20; case, $8.50.
MFR. Three Dimension Co.

TOWER



Takes 2x2" glass slides and cardboard mounts; takes horizontal or vertical slides; 4-inch f/3.5 lens; sliding focusing; 100-watt pre-focus lamp for a-c or d-c; double slide carrier; tilting device. Price, $11.95.
DIST. Sears, Roebuck and Co.

VIEW-MASTER

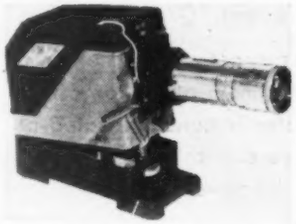
Projects View-Master seven-scene color reels only; 3-inch f/3 coated lens; 75-watt T-8 lamp; convection cooling; automatic centering; tilting device; double-mirror tilt reading; automatic film advance; built-in projection pointer throws arrow on screen. Price, $47.50; case, $5.
MFR. Sawyer's Inc.

VIEWLEX MODEL AP-1

Takes 2x2" glass slides and cardboard mounts; 2-inch f/3.5 lens; 5-inch lens available; condensers adjustable and interchangeable; 150-watt T-8½ lamp; ventilation by multiple chimney; built-in slide carrier; tilting by elevator leg; automatic

frame-centering; Price, including case, slidefile, and screen, $64.50.

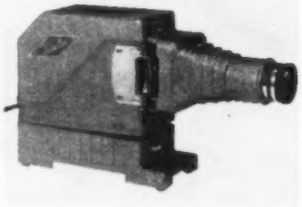
VIEWLEX MODEL AP-2



Takes 2x2" glass slides and cardboard mounts; weighs 6½ lbs.; 5-inch f/3.5 coated lens; helical focusing; condensers adjustable and interchangeable with the proper lens system; 2-inch coated lens available; 150-watt T-8½ lamp; built-in slide carrier; tilting by thumb wheel and screw; automatic frame-centering. Price, $54.50; price of case, $7.45.

Model AP-3. Similar in features and design to the AP-2 model; has 5-inch f/3.5 color corrected lens. Price, $39.50; price of case, $7.45.

VIEWLEX MODEL AP-5

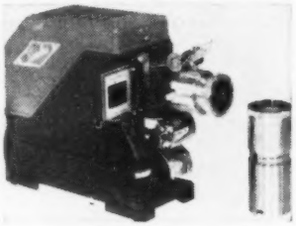


Takes all size 2¼x2¼" binders; also 2½x2½ and 2¾x2¾" glass slides, and 2x2" cardboard mounts; other features, characteristics and design the same as Model AP-2. Price, $49.50; case, $7.45.

VIEWLEX AP-1C

Takes 2x2" glass slides and cardboard mounts; single and double-frame 35 mm film; projects vertical slides, 2-inch f/3.5 coated lens; helical focusing; condensers adjustable and interchangeable; 150-watt T-8½ lamp; multiple chimney for ventilation; built-in slide carrier; self-indexing, semi-automatic threading film carrier; tilting device; automatic frame-centering. Price, including case, slide file, and screen, $77. Automatic film advance available as accessory.

VIEWLEX AP-2C



Takes 2x2" glass slides and cardboard mounts; single and double-frame 35 mm film strips; projects vertical frames; 2-inch f/3.5 coated lens; helical focusing; condensers adjustable and interchangeable; 5-inch lens available; 150-watt T-8½ lamp; built-in slide carrier; self-indexing, semi-automatic threading; tilting device; automatic frame-centering. Price, $67; case, $7.45.
MFR. Viewlex Inc.

WEIMET SLIDE PROJECTOR

Takes 2x2" glass slides and cardboard mounts; single and double-frame 35 mm film; weighs 4 lbs.; 5-inch lens; apertures up to f/3.5; helical focusing; standard or Kollmorgan Snaplite anastigmat lenses available; 150 watt T-8 lamp; self-centering slide carrier; tilting device; automatic frame-centering. Price, $17.95 for Standard model; $21.95 for Deluxe model.
MFR. Weimet Film Co.

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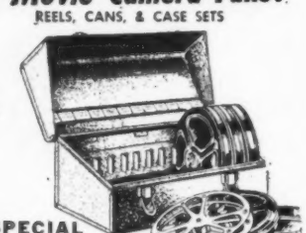

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Double image type; calibrated from 2½ feet to infinity; attachable to shoe on all foreign cameras; special shoe for Kodak cameras; adjustable dial. Price, with case, $10.50.
MFR., Chess-United Co., Inc.

KALART SYNCHRONIZED PRISM RANGE FINDER

Double image types; calibrated from approximately 4 feet to infinity; attaches directly to side of camera; coupled to a specific lens of a given focal length; simplified adjustments for re-adjustment to supplementary lens; special outlet for attaching the Kalart Focuspot accessory. Ten models for 2¼x3¼ to 5x7 cameras. Prices range from $36.25 to $44.25.
MFR., The Kalart Co., Inc.

KODAK SERVICE RANGE FINDER

Split field, military type; calibrated from 2 feet to infinity; the distance is read directly through eyepiece; used as hand meter, also fits bracket on Kodak 35 f/3.5 and f/4.5 cameras; chrome. Price, including case, $12.50.
MFR., Eastman Kodak Co.

MEASURE-RITE

Double image type; calibrated in feet or meters; 2½ feet to infinity; ¾ meters to infinity; attachable to shoe on Kodak, and Universal cameras, and other cameras with side shoe; horizontal and vertical adjustments without opening the range finder; spring-cushioned transparent mirror. Price, with case, $8.95.
MFR., Brownie Mfg. Co.

HUGO MEYER CAM COUPLED

Double image type; calibrated from 2½ feet to infinity; coupled directly to camera bed on press-type cameras; compensating curve cam for each focal length lens; adapted for Focalite; protected by encircling bracket. Price, $38.50.

POCKET RANGE FINDER

Double image type; calibrated from 2½ feet to infinity; attachable to shoe on camera; black wrinkle finish; available in either feet or meters; height adapter available to clear obstruction on camera. Price, $10.50.
MFR., Hugo Meyer & Co.

SAYMONT RANGE FINDER

Double image type; calibrated from 2½ feet to infinity; attachable to shoe on camera; black and chrome finish; available with either feet or meter dial; shock proof; can be used as a hand meter, or attach to cameras. Price, with case, $8.60.
MFR., Saymont Optical Inst. Co.

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Model C. Glass beaded; tripod type; tripod included; size 30x40, $12.75; size 40x40, $15.25. Carrying case available for $3.50.

Model D. Glass beaded; hanging type; includes case; hanger brackets; 9 models; sizes from 20x40 to 63x84 inches; square and rectangle; priced from $10 to $40.

Model E. Glass beaded; table (easel) model; furnished with wire easel and rubber tip; 3 sizes, from 13x24 to 30x40 inches; priced from $1.50 to $5.
MFR., Aurora Industries, Inc.

BAUSCH & LOMB

Models 41-31-26 and **41-31-28.** White opaque; hanging type; made of heavy cloth; spring rollers; two sizes, 6x6 feet, $15; 8½x8½ feet, $28.

Models 41-31-36 and **41-31-38.** Aluminum coated; hanging; heavy material with metallic surface; mounted on spring rollers; two sizes; 6x6 feet, $20; 8½x8½ feet, $28
MFR., Bausch & Lomb Optical Co.

CRYSTAL BRITE

Table Model. Beaded surface; standard table-type model; 5 sizes available; 13x18 to 20x40 inches; prices from $2.25 to $6 with tax.

Combination Model. Beaded; comb. tripod, table, and hanging model; 2 sizes, 30x40 and 40x40 inches; prices, $7.89 and $9.50 with tax.
MFR., David Specialty Co.

CURIO PHOTO

Opacoflex. Translucent surface; hanging type; for toy projectors, 8 and 16 mm projectors; three sizes; 18x25, $1.50; 25x37, $2.50; 38x38 inches, $3.50. Cases available for $.50.
MFR., Curio Photo.

DA-LITE

Model B. Beaded; matte-white; hanging type; spring-roller; metal case protects screen when not in use; has brackets for wall or ceiling; sizes from 30x40 to 63x84 inches; priced from $10 to $40; square sizes from 40x40 to 84x84 inches; priced from $12 to $46. All Da-Lite prices slightly higher on West Coast.

Model C. Beaded or matte-white; blackboard hanging type; spring-roller; sizes from 6x8 feet to 12x12 feet; priced from $78 to $160.

Electrol. Beaded or matte-white; hanging; electrically operated; limit switch for automatic operation; sizes from 6x8 feet to 13½x18 feet; priced from $215 to $343.

Versatol. Beaded; tripod type; spring-roller; three sizes from 30x40 to 40x40 inches; priced from $12 to $18.25.

Standard Challenger. Crystal-beaded and Trutone-White; tripod model; gable-roof tripod legs; height adjustment device; sizes from 30x40 to 70x70 inches; priced from $15.75 to $45. Cases available, from $4.75 to $8.50.
MFR., Da-Lite Screen Co., Inc.

FOWLER

Klearcite. Translucent; table type; mounted in frames with feet; rear projection allows pictures to be shown in daylight. Prices and sizes on request.
MFR., Fowler Company.

NATCO

Natco. Beaded; tripod type; silver Hammerloid finish; four sizes, 30x40 to 52x70 inches; priced from $16.85 to $40.
MFR., Natco, Inc.

RADIANT

De Luxe Model EC. Glass beaded; also available in matte-white or 3-dimension silver; wall or ceiling type; spring-rollers; metal housing; eight sizes; 6x8 feet to 12x12 feet; priced from $75 to $160.

De Luxe Model DL. Same features as above except is portable tripod type; rectangular-tubed tripod; automatic adjustments and locks; eight models; 30x40 to 70x70 inches; priced from $18.50 to $58. Cases available from $4.75 to $7.50.

Model K Champion. Similar to the above; has spring lock; square-tube tripod; three models: 20x40 to 37x50 inches; priced from $13.50 to $19.75. Portable cases from $3.50 to $5.

Model O Easematic. Glass beaded; available in matte-white and 3-dimension silver; portable tripod type; counter-balanced; locking hanger bracket; adjusts to any height; three sizes: 70x70, 63x84, 70x94 inches; prices, $83, $96, and $110 respectively; cases available from $18.50 to $21.50.

Model W. Glass beaded; matte-white, 3-dimension silver available; wall and ceiling type; hanger bracket; spring-roller; nine sizes from 20x40 to 63x84 inches; priced from $10 to $43.

Rope and Pulley Model. Beaded screen; matte-white and 3-dimension silver available; for professional use; ten sizes from 9x12 feet to 20x20 feet; priced from $160 to $410.

Fold-Pak Model. Matte-white; folding screen; portable frame; washable; ball-interlocking device; includes fibre carrying case, guy ropes and ground stakes; three sizes from 8x10 feet to 11x14 feet; priced from $160 to $235.
MFR., Radiant Mfg. Co.

RAVEN

Aristocrat. White opaque, beaded or Witelite; Haftone; tripod model. Size 30x40 inches, priced from $29 to $32; size 37x50 inches, priced from $34 to $37.

De Luxe Automatic. White opaque, beaded, or Haftone; table model; seven sizes from 30x40 to 70x70 inches; priced from $22.50 to $63.

Duplex Model. White opaque, beaded, or Haftone; tripod model; detachable tripod so screen can be used as hanging model, and tripod for flashlight stand; four sizes from 30x40 to 50x67 inches; priced from $21 to $43.

Standard Model. White opaque, beaded, or Haftone; tripod model; can be used as automatic table model; portable tripod; four sizes from 30x40 to 50x67 inches; priced from $22 to $48.

Metal Case Hanging Model. White-opaque, beaded, or Haftone. Spring roller in metal case; 16 sizes, from 30x40 inches to 10x10 feet; priced from $9 to $125.
MFR., Raven Screen Corp.

STEWART

Translucent plastic rear-projection screen; two styles; roller type in case; for stretching on frames; used in process backgrounds; seamless sizes up to 18x24 feet. Price, for stretching, $2.50 square foot; price for roller type mounted in aluminum case on request.
MFR., Roy C. Stewart & Sons.

S.V.E.

Glowhite. Matte-white, beaded, or silver; lightweight; adjustable in height; three sizes; 40x40 inches, $20; 50x50 inches, $27.50; 60x60 inches, $38.50.
MFR., Society for Visual Education, Inc.

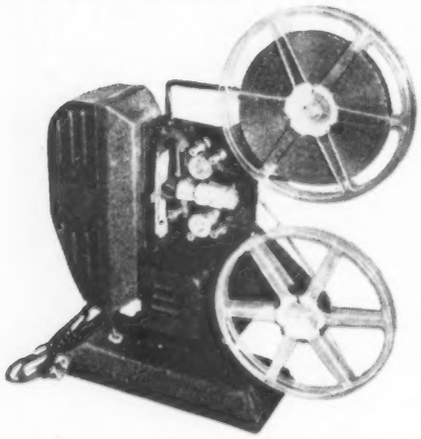
TOWER

Tower. Glass beads; all-metal adjustable folding tripod stand; screen rolls into metal case; five sizes from 30x40 to 52x70 inches; priced from $8.95 to $37.50. Cases available; from $3 to $6.
DIST., Sears, Roebuck & Co.

TRANSMIRRA

Depth-Vue. Silvered, beaded, or flat white; box model; seven sizes, from 30x40 to 70x70 inches; priced from $35 to $95.
MFR., Transmirra Products Corp.

AMAZING NEW PROJECTOR



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There Is No Sunshine
Spade Cooley, Tex Williams
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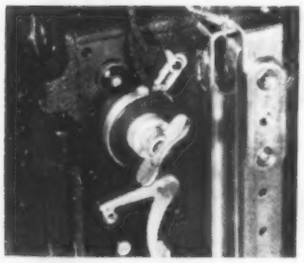
FLASH SYNCHRONIZERS

(Including Flashing and Remote Flash Units)

BACO FOCAL PLANE SYNCHRONIZER



Model A for either Graphic or Graflex cameras, comes in kit form to be installed by any service department; positive synchronization with focal-plane shutter with either G-E 31 or Superflash 2A flashbulbs used at any speed above the actual duration of the flash.

Model B is similar to above but may be installed by anyone; comes as a complete unit and attaches to the winding key of the camera. Price of each, less battery case or reflector, $15.
MFR. Baco Accessories Co.

COMPRO-FLASH

For Compur and Compur Rapid shutters, including both rim-set and dial-set types; internal built-in synchronization; the system couples directly to the blade actuator linkage of the shutter and gives consistent results with low contact resistance; all work done at the factory. Price of installation with cord and plug, $15. Accessories include 2-cell flash holder, long cords, and 7-inch reflector.
MFR. Compro-Flash.

DE MORNAY-BUDD UNIVERSAL FLASH SYNCHRONIZER

Synchronizes with Compur or other between-the-lens shutters at speeds from 1/25 to 1/400 sec.; available without tripper for use with built-in synchronized shutters; uses two batteries; 7-inch standard reflector and 7-inch contour-control reflector; adjustable for various bulb sizes; bayonet and standard lamp sockets. Price of De Luxe model with battery case, contour-control reflector, Universal bracket, $47.85. Standard model, as above, but with a Standard reflector, $31.80. Accessories include slide-lighting unit, remote control cord, press bracket, etc.
MFR. De Mornay-Budd, Inc.

FLASH KING MODEL EO

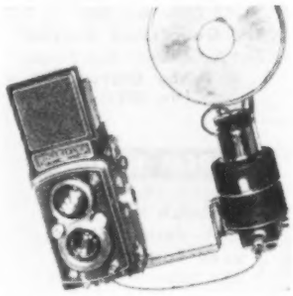
Synchronizes with between-the-lens shutters at speeds from 1 sec. to 1/500 sec.; has series outlet that can be used for synchronized shutters; uses two standard batteries; 6¼-inch reflector; adjustable for various bulb

sizes; standard socket; remote control outlet and extension outlet; adjustable bracket. Price, $22.50 including tax. Accessories include remote control cord and brackets.

FLASH KING MODEL SM

For use with between-the-lens shutters at speeds up to 1/500 sec.; can be adapted to focal-plane shutters of Contax, Leica, and Foth Derby at recommended speeds from 1/100 to 1/1250 sec.; uses two standard batteries; 5-inch parabolic reflector; for midget bulbs; slip-in bayonet socket; synchronizes by means of a toggle action switch having a zero time lag. Price, $10.50 including tax.
MFR. Western Photographic Mfg. Co.

FLASH-TRONIC

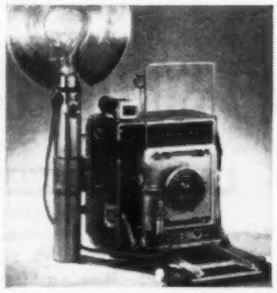


Synchronizes with between-the-lens shutters at speeds from 1/50 to 1/500 sec.; Model BL for pre-set shutters; BL-SC for self-cocking shutters, and Model FP for 35 mm focal plane shutters; recommended speeds for focal plane shutter, 1/40 to 1/125 sec.; generator powered; no batteries; 5-inch pan reflector for standard or midget bulbs; adjustable for various bulb sizes; has combination bayonet and standard socket; Prices range from $50.34 to $57.48 depending upon model. Accessories include multiple flash extension cord, quick gun detaching clamp, etc.
MFR. J. B. Wood Corp.

GRAFLEX FLASH SYNCHRONIZERS

Model 25 for between-the-lens shutters; 2-cell battery case; 5-inch reflector; high resistance inertia-type solenoid; focusing spotlight; extensions permitted; series and parallel outlets; permanent solenoid release mounts for Graphic cameras; available without tripper for built-in synchronization shutters; bayonet socket. Price, with S-17 cord, $39.25.

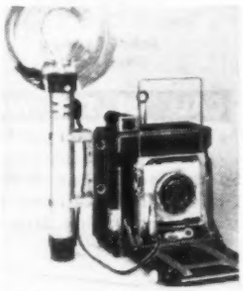
Model 27 same as above but with 7-inch reflector and standard socket. Price, $39.25.



Model 35 same as Model 25 but has 3-cell battery case; 5-inch reflector with bayonet socket. $40.55.

Model 37 same as above, but has 7-inch reflector with standard socket. Price, $40.55. Accessories include reflectors, extension tubes, connecting cords, side lighting units, and mounting brackets.

Models 2785 & 2786 are the new 2-cell units with 3-position series; parallel switch; switch button front or back; optional 5 or 7-inch reflectors; right or left mounting; remote control; provision for multiple battery case connection in series or in parallel. Price on request.



Models 2787, 2788, 2792, & 2793 are the new 3-cell units with the same special features as the above two models. Prices on request.
MFR. Graflex, Inc.

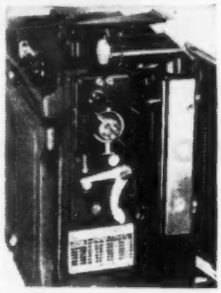
JEN-FLASH SYNCHRONIZER MODEL A

For use with Leica Models D, F, G, II, III, IIIa, IIIb; Kardon, and Russian and Japanese Leicas; recommended speeds for synchronization with focal plane shutter, from 1/60 to 1/1000 sec.; uses 3 penlite batteries, 5⅛-inch parabolidial reflector; bayonet socket. Price, $32.82, including tax. Accessories include auxiliary mounting clip, carrying case, reflectors, cables, and extensions.

JEN-FLASH MODEL 3C

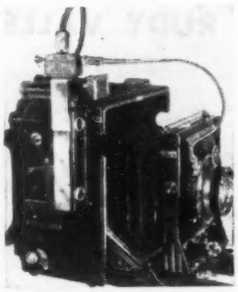
For use only with the Leica IIIc; recommended speeds for synchronization with focal plane shutter, from 1/60 to 1/1000 sec.; all features and characteristics are the same as the above model. Price, $32.82, including tax. Accessories available, the same as the Model A unit.
MFR. Jen-Products Co.

KALART SISTOGUN II



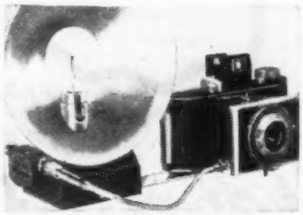
For focal plane shutters on 3¼x4¼ and 4x5 Graphic cameras; synchronized speeds up to 1/1000 sec.; use with G-E 31 and Superflash 2A flashbulbs; fits under winding knob of focal plane shutter; can be used with same battery case and reflector as used with front shutter synchronizer. Price, complete with screws for installation and connecting cord, $14.50 including tax.

KALART SYNCHROSTROB



Synchronizes with between-the-lens shutters up to 1/100 sec., with instantaneous firing electronic flash units. Eliminates open-shut flash shots with electronic flash units; operates mechanically with no battery case necessary; automatically opens the shutter first and then fires the flash unit at optimum opening of shutter. Price complete, $16 including tax.

KALART COMPAK AUTOMATIC SPEED FLASH



For use with Compur and other between-the-lens shutters; uses midget bayonet flashbulbs only, includes Battery-Flector unit; test light; 2 size C batteries; 5-inch concentrating reflector; patented bulb ejector; extension bracket; lightweight, pocket-sized unit. Price, $19.90 with tax. Accessories include cables, adapters, and fittings.

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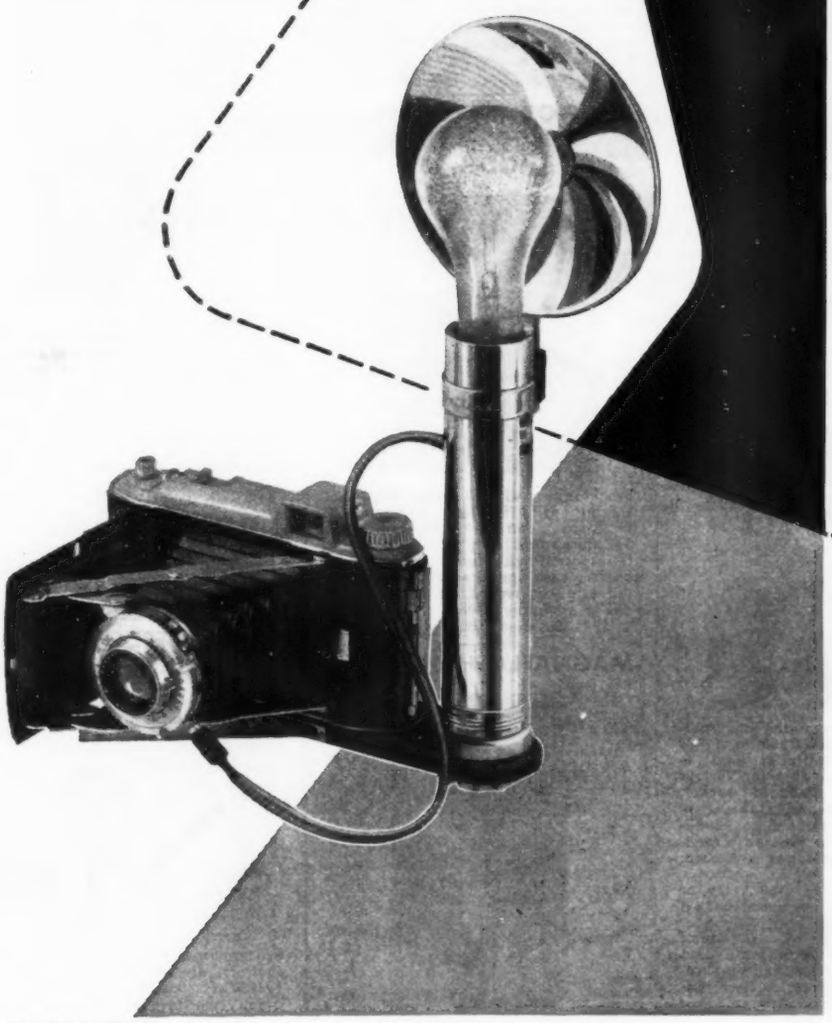

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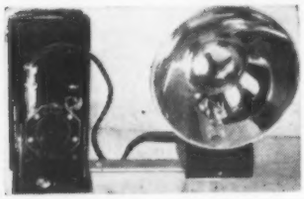
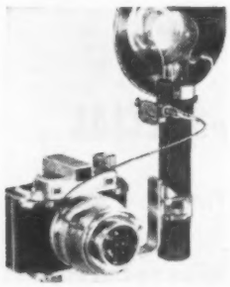
KALART COMPAK PASSIVE SPEED FLASH



For cameras having pre-set automatic self-cocking shutters; available without tripper for use with shutters having built-in synchronization; has same general make-up as the above model; Complete with Passive synchronizing unit, Battery-Flector unit with two standard C-size batteries, test light, and extension bracket; price is $8.95, including tax. Accessories include Model PSW synchronizer unit for self-setting Wollensak shutters, and PWA adapter for Ansco Viking camera.

KALART MASTER AUTOMATIC SPEED FLASH



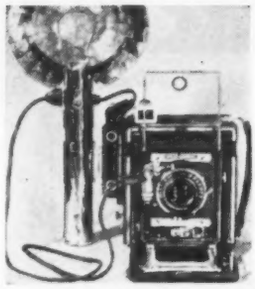
Synchronizes with Compur or other between-the-lens shutters at all speeds; can be satisfactorily adapted to focal plane shutters on the Contax, Leica and most miniature cameras; recommended speed with focal plane shutter, 1/20 sec. or faster; available without tripper for use with shutters having built-in synchronization; has 3 standard size C batteries; 6-inch paraplanatic reflector; adjustable for various bulb sizes; unit opens the shutter mechanically, using batteries only to flash the bulb. Price complete, $24.60, including tax. Accessories include reflector for midget flashbulbs, couplings, adapters, and fittings.

KALART MASTER PASSIVE SPEED FLASH

For use with cameras having pre-set automatic self-setting shutters; available without tripper for use with shutters having built-in synchronization; 3 size C batteries; 6-inch paraplanatic reflector; standard lamp socket; outlet for using extension cord for multiple flash. Complete with Passive synchronizing unit, battery case with 3 batteries, and angle extension bracket. Price, $16.30 including tax. Accessories include synchronizing unit for self-cocking Wollensak shutters, and adapter for Ansco Viking camera; concentrating reflector for midget flashbulbs.

MFR. The Kalart Co.

KING SOL S-G



Synchronizes with Compur or other between-the-lens shutters from 1/50 to 1/400 sec.; available without tripper for use with shutters having built-in synchronization; 3 standard batteries; 6-inch reflector adjustable for various bulb sizes; standard socket; adjustable case clamp; focus spot outlet; remote control and extension flash outlets on battery case. Price $38. Complete line of accessories.

KING SOL KING B

Synchronizes with Compur and other between-the-lens shutters from 1/50 to 1/400 sec.; has 3 standard batteries in 3-cell chrome-plated case; bayonet safety base; adjustable case clamp; 6-inch reflector; molded cords; special tripper bracket. Price, $40. Complete line of accessories available.

KING SOL SPEED R

For use with between-the-lens shutters; has same make-up as the above model; camera must be shipped to factory for installation. Complete with 3-cell battery case, safety base, adjustable case clamp, and 6-inch reflector, price is $56. All accessories available.

KING SOL K

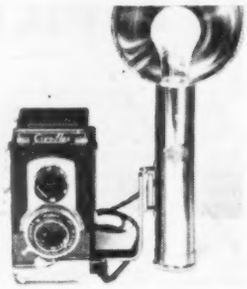
For use with between-the-lens shutters at speeds from 1/50 to 1/400 sec.; 3 standard batteries used; 6-inch reflector; adjustable for various sized flashbulbs; standard socket; 3-cell battery case; adjustable case clamp; bayonet safety base; available for standard or tapered thread. Price $34. All accessories available.

King Sol Model. For the Leica or Contax cameras; recommended speeds for synchronization with focal plane shutter, 1/40 to 1/500 sec.; 3-cell battery case; adjustable case clamp; synchronization built-in; remote control and extension flash outlets; 6-inch reflector to fit Leica or

Contax. Price, $62.80. All accessories available.

King Sol Model. For the Argoflex camera with Alphax shutter; similar to the Ciroflex (Alphax) Jr. model. Price, complete, $32. All accessories available.

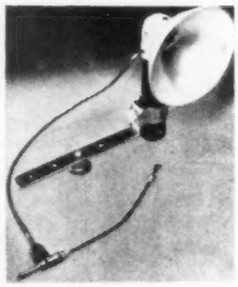
King Sol Model. For the Ciroflex camera with Rapax shutter; 2-cell chrome plated case; bayonet safety base; factory-synchronized micro-switch; 5-inch reflector; non-swing bracket. Price, $32.



King Sol Model. For the Ciroflex camera with Alphax shutter; micro-switch tripper; Jr. 2-cell battery case; connecting cord; 5-inch reflector; Ciroflex camera bracket. Price $32. All accessories available.

MFR. King Sol Research Corp.

KODAK FLASH SYNCHRONIZER MODEL 2



Synchronizes with between-the-lens shutters at 1/50 sec. with No. 5 flashbulbs, and to 1/200 sec. with SM flashbulbs; uses two C-size batteries; polished aluminum reflector; battery case and bracket. Price upon request. Accessories include the Kodak Flashholder Extension Unit.

MFR. Eastman Kodak Co.

MAGNAFLASH MODEL C

Synchronizes with between-the-lens shutters at all speeds up to 1/400 sec.; no batteries used; power to fire five bulbs every time; 6-inch reflector; uses midget bulbs, 11½ inches high over-all; 1½ pounds total weight. Price, including tax, $27.50. Accessories available include extension cords, multi-plugs, side lighting reflectors.

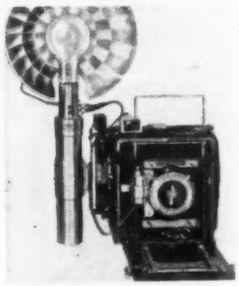
MFR. Magnaflash, Inc.

LEICA SYNCHRONIZED FLASH UNITS VIII, VIIIa

For use with the Leica camera; recommended speeds on focal plane shutter from 1/20 to 1/2000 sec.; uses 3 type D batteries; matte-finish inner surface on reflector; special baseplate for attachment to camera; booster spring to eliminate drag on shutter mechanism; external slider for selective synchronization. Model VII for Leicas D, E, F, and G; model VIIIa for Leica IIIc camera. Prices upon request.

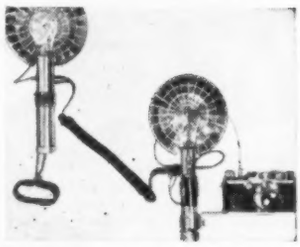
MFR. E. Leitz, Inc.

MENDELSOHN SPEEDGUN MODEL E-4

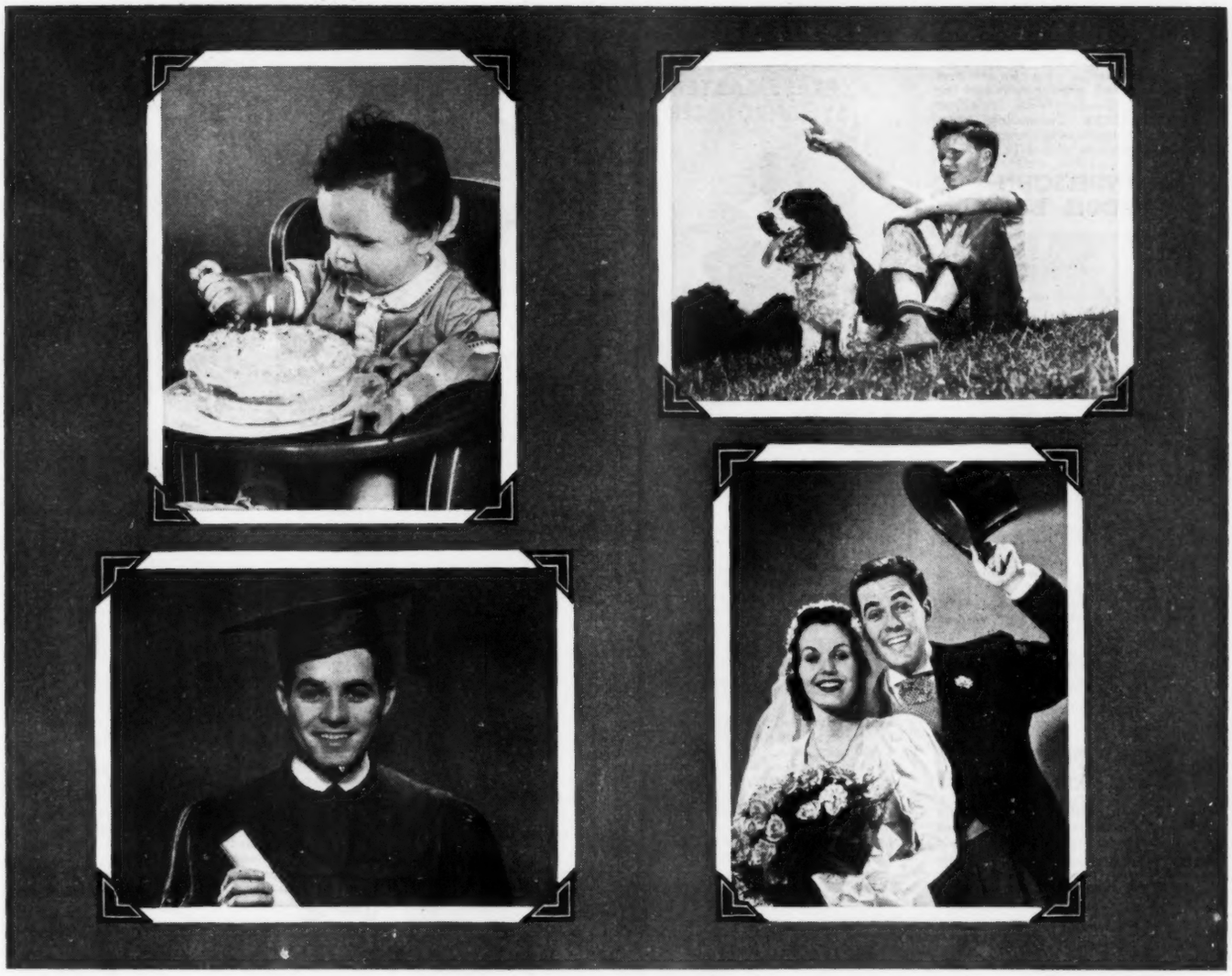


Synchronizes with between-the-lens shutters at speeds from 1/10 to 1/500 sec.; can be satisfactorily adapted to focal plane shutters on the Kardon, Bolsey Reflex, Speed Graphic, Exacta, Clarus, Foth Derby, and Robot cameras; recommended speeds for synchronization with focal plane shutters, 1/200 to 1/1200 sec.; uses three type B batteries; 7-inch aplanatic Twinflector; adjustable for various bulb sizes; combination bayonet and standard socket; pre-synchronized for all shutter speeds. Price, $24.50. Accessories include remote control, multi-flash, multiple reflector, etc.

MENDELSOHN SPEEDGUN E-1000 SERIES



Synchronizes with between-the-lens shutters at speeds from 1/10 to 1/1000 sec.; can be adapted to focal plane shutters of Contax, Leica,



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Clarus, Kardon, etc. when furnished with No. 207 Converter; uses two batteries; 5-inch Twinflector for flat lighting; adjustable for various bulb sizes; combination bayonet and standard socket; pre-synchronized for all shutter speeds. Price is either $28.25 or $39.95, depending upon arm and cable used. Accessories available same as above.

MENDELSOHN MODEL E-2

For use with between-the-lens shutters at speeds from 1/10 to 1/500 sec.; can be used with focal plane shutters on Leica, Contax, and similar miniature cameras; recommended speeds on focal plane shutter, from 1/200 to 1/1200 sec.; 7-inch aplanatic Twinflector; adjustable to various bulb sizes; combination bayonet and standard socket; uses 3 large batteries; pre-synchronized for all shutter speeds. Price, $35. Accessories same as above.

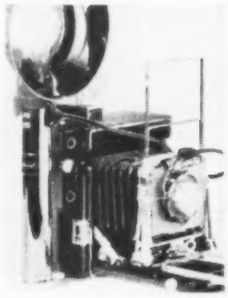
MFR. Mendelsohn Speedgun Co., Inc.

MORTON FLASH SYNCHRONIZER

For use with Eastman 620 Brownie Special; available without tripper for use with shutters having built-in synchronization; uses two penlite batteries; 5-inch polished reflector; bayonet socket. Price, $3.95.

MFR. The Morton Co.

PRESSMASTER SYNCHRONIZER



Synchronizes with between-the-lens shutters from 1/25 to 1/500 sec.; adaptable to focal plane shutters on Crown and Speed Graphic, and similar type cameras; 3-cell case using size D batteries; 7-inch Lumenar-Type 47 reflector; self-centering socket with reflector adjustable for all standard flashbulbs. Price, with battery-case clamp, $37; with heavy duty mounts, $40.15. Prices do not include tax. Accessories include all Heiland reflectors and Multiflash equipment.

PRESS MODEL S

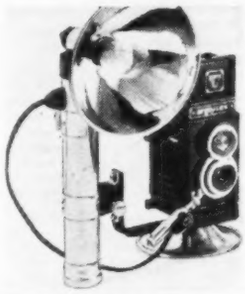
Synchronizes with between-the-lens shutters at speeds from 1/25 to 1/500 sec.; adaptable to focal plane shutters on Speed-Graphic type cameras; 3-cell battery case using size D batteries; choice of reflectors. Prices, with battery case clamp, vary from $33 to $37, depending upon the reflector. Prices, with heavy duty mounts, vary from $36.15 to $40.15,

depending upon the reflector. Accessories same as above.

MODEL K SYNCHRONIZER

For use with cock-and-trip shutters and cable release shutters; 3-cell case using size D batteries; choice of reflectors; Prices, with K clip that screws in tripod socket, vary from $29 to $33, depending upon reflector. Prices, with S clip, which mounts to encircling bracket, vary from $30.65 to $34.65, depending upon reflector. Prices do not include tax. Accessories same as above.

MODEL KD



For use with Argoflex, Ciroflex, and self-cocking shutters; features same as above. Price, with battery case, battery case clamp, reflex bracket, coil with special mounting bridge, varies from $33.55 to $37.55, depending upon reflector. Price does not include tax. Accessories same as above.

PRESS MODEL SR

For use with all Rollei cameras; can be used with similar type cameras with some adaptions; 3-cell battery case; uses size D batteries; battery case clamp; universal reflex bracket; two types of coils and cords. Price varies from $39.90 to $43.90 depending upon reflector; does not include tax. Accessories same as other models.

MODEL KB

For use with the Super Ikonta B and BX models; 3-cell battery case; uses size D batteries; either B-I or B-II bracket. Price varies from $34 to $38, plus tax, depending upon reflector. Accessories available, the same as above.

Creative photography is planned photography. Students of the Fred Archer School are taught to plan every assignment logically, step by step. This assures fine creative results whether the work is a large mural or a simple portrait study.

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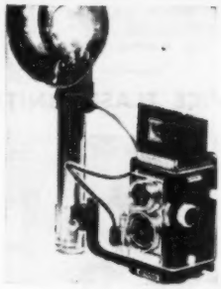
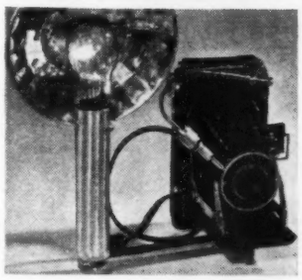
CUSTOMFLEX MODEL



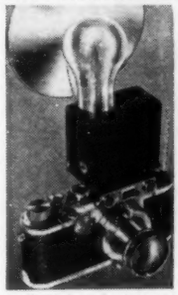
For use with the Ansco Reflex camera only. Similar to the above model; solenoid mounting below the taking lens. Prices are the same as the above model and have the same available accessories.
MFR. Heiland Research Corp.

SERVICE FLASHMAKER



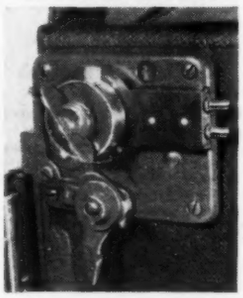
Synchronizes with between-the-lens shutters at speeds from 1/25 to 1/500 sec.; uses two medium batteries; 5-inch polished, faceted reflector; adjustable for various bulb sizes; standard socket; bulb ejector. Price, $7.25 plus tax. Accessories include midget bulb adapter.
MFR. Service Photo Supplies, Inc.

SIMS MODEL D-1



For use with Leica and Kardon cameras; synchronizes with focal plane shutter from 1/20 to 1/1000 sec.; uses four penlight battery cells, furnished by manufacturer; 4½-inch spun aluminum with etched, satin surface reflector; standard socket; slips on camera accessory clip; case contains warning pilot light. Price, $26.50.
MFR. R. A. Simerl Mfg. Co.

CURTAIN SHUTTER SYNCHRONIZER

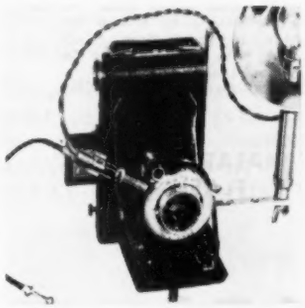


For Speed Graphic and Graflex cameras; synchronized at factory. Price for installation, $21.
MFR. Smeaton Company

ST 52 MODEL

For use with the Stereo Realist camera only; synchronizes at speeds from 1 sec. to 1/25 sec.; uses 3 penlite batteries; has 5-inch reflector on combination reflector and battery case; bayonet socket; fits into clip on top of camera; Price, $9.75. Accessories include diffusion and flash shield; blue filter for reflector.
MFR. David White Co.

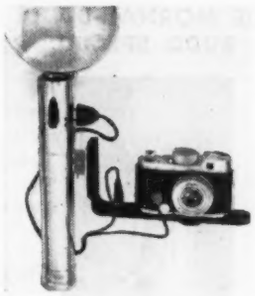
VICTOR SM SYNCHRONIZER NO. 63



Synchronizes with between-the-lens shutters at speeds up to 1/200 sec.; uses two penlite cells; has 5-inch polished spun aluminum reflector; for use with midget bulbs; synchronizes to 1/200 sec. with SM flashbulbs, and to 1/50 sec. with midget flashbulbs; Prices range from $4.35 to $4.75 plus tax, depending upon type of shutter fittings. Accessories include auxiliary flash units, clamps, etc.
MFR. Jas. H. Smith & Sons Corp.

FLASHING UNITS

BEE BEE FLASH UNIT



For use with the Robot II camera and other Robot camera models having shutters with built-in synchronization. Price, $35 including tax.
DIST. Burleigh Brooks Co.

DE MORNAY-BUDD STANDARD FLASHING UNIT

For use with press-type cameras having shutters with built-in synchronization; 3-cell battery case; standard

YOU CAN HAVE FUN...

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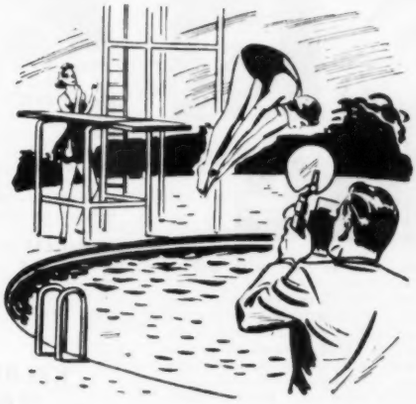
Reg. U. S. Pat. Off.



Taking photo-flash pictures is a pleasurable hobby . . . and it can be very profitable, too. And you don't need expensive, new equipment. Just attach a Mendelsohn Speedgun to your present camera and you're *all set* to take the kind of spot news, feature, and human interest pictures that magazine and newspaper editors are always eager to buy.

Your Mendelsohn Speedgun *makes the difference* between ordinary photo-flash pictures and action-stopping "shots-to-remember". You can always depend on your Mendelsohn Speedgun for split-second, precision performance *every time!*

Ask your photo-dealer to show you the Mendelsohn Speedgun designed to fit *your* camera. You'll agree that it's the *finest* in photo-flash equipment!

Write for Check Chart and informative bulletin MS-30 explaining the superiority of Mendelsohn Speedguns.

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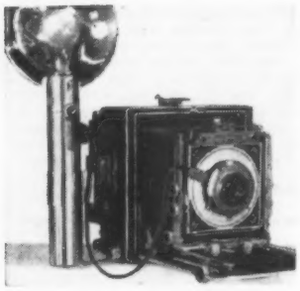
THERE'S A BIG MARKET FOR PHOTO-FLASH PICTURES

Newspapers, magazines, and news syndicates buy over 150,000 pictures every week at prices ranging from $3 to an average of $25 per picture. Many of these pictures are photo-flash shots. Here is a partial list of "best selling" pictures that you can take:

- ✓ Prominent persons
- ✓ Sporting events
- ✓ Cheesecake
- ✓ Film stars
- ✓ Accidents
- ✓ Government officials
- ✓ Children
- ✓ Airplane crashes
- ✓ Skaters and dancers
- ✓ Parades
- ✓ Humorous shots
- ✓ Zoo animals
- ✓ Rodeos
- ✓ Antiques
- ✓ Old, rare coins
- ✓ Nature studies
- ✓ Unusual occupations
- ✓ Fires and firemen
- ✓ Sailing ships
- ✓ Storm pictures

In addition to the publication market, you can enter various photo contests or handle jobs at weddings, night clubs, baby pictures, etc.

"THERE IS A MENDELSOHN SPEEDGUN TO FIT YOUR CAMERA!"

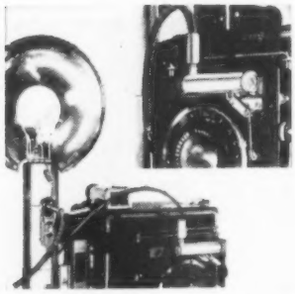


socket; extension outlets. Price, $23.90.

DE MORNAY-BUDD BUDD SPECIAL

Designed for use with Kodak Synchro-shutters; uses 2 standard Burgess batteries; 5½-inch dish-type reflector. Price, $13.95 with chrome reflector, and $12.50 with aluminum reflector. All DeMornay-Budd accessories available.

PRESS SYNCHRONIZER MODEL



For use with shutters with built-in synchronization; De Luxe Model, complete with 3-cell battery case, contour-control reflector, solenoid unit, connecting cord and press bracket, price $47.85. Standard Model complete with 3-cell battery case, standard reflector, solenoid unit, connecting cord and press bracket, price $31.80. All De Mornay-Budd accessories available.

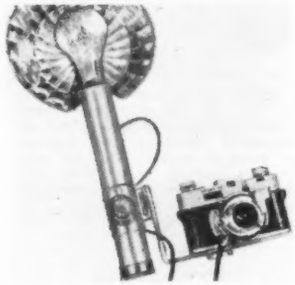
MFR. De Mornay-Budd, Inc.

GRAFLEX FLASHING UNITS

For use with Graflex and Graphic cameras and shutters with built-in synchronization; focusing spotlight; extensions permitted; series and parallel outlets; 5" and 7" interchangeable reflectors; Prices for:
Model No. 25FA, with 2-cell case, 5" reflector, $24.60,
Model No. 27FA, with 2-cell case, 7" reflector, $24.60,
Model No. 35FA, with 3-cell case, 5" reflector, $25.90,
Model No. 37FA, with 3-cell case, 7" reflector, $25.90.

MFR. Graflex, Inc.

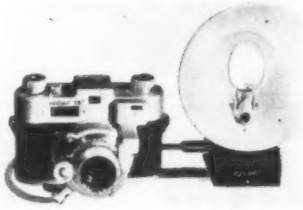
JUNIOR FLASHER



For use with shutters having built-in synchronization; 2-cell chrome plated case; bayonet safety base; molded cords available to fit all type of built-in synchronization; 5-inch reflector; Price $15. All King Sol accessories available.

MFR. King Sol Research Corp.

KALART COMPAK FLASH UNIT



Model CFK for use with Kodak cameras with built-in synchronization; uses 2 standard size C batteries; special 5-inch concentrating reflector; for use with midget bulbs; bulb ejector; bayonet connecting cord; complete with Battery-Flector, extension bracket, $8.15, including tax.

Model CFP for use with Zeiss, Voigtlander, and Monte Carlo cameras. Similar to the above model. Price, $8.15 including tax.

KALART MASTER FLASH UNIT

Model MFK for use with Kodak cameras with built-in synchronization; uses three standard size G batteries; 6-inch paraplanatic reflector; adjustable for various bulbs; special bayonet connecting cord; extension outlet. Price, including Master battery case with three standard cell batteries, angle extension bracket, etc. $14.50 including tax.

Model MFP for use with Zeiss, Voigtlander, and Monte Carlo cameras. Similar to the above model; Price complete, $14.50 including tax.

Model MFUG-1 for use with press-type cameras with built-in synchronization; similar to the above model. Price, complete with Push Button Body Release, $14.50 including tax.

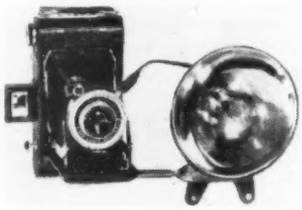
MFR. The Kalart Co.

KODAK FLASHOLDER

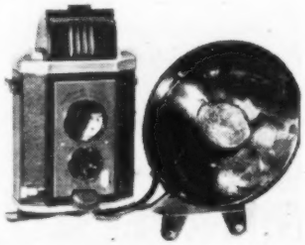
Designed for cameras with shutters having built-in synchronization; holds two type C batteries; lamp-ejector button. Price, $9.50, plus tax. Accessories include extension units, and extension cords.

MFR. Eastman Kodak Co.

MORTON FLASH SYNCHRONIZERS



Model for use with all Eastman Kodak cameras with shutters having built-in synchronization; uses two penlite batteries; 5-inch polished reflector; bayonet socket; Price on request.

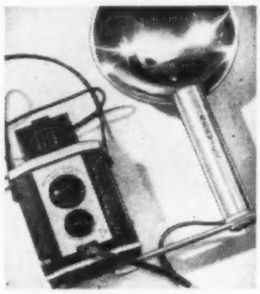


Model for use with the Eastman Brownie Special; uses two penlite batteries; 5-inch polished reflector; Price upon request.

MFR. The Morton Company

SERVICE FLASH UNITS

Model for use only with the Kodak Duaflex camera; uses two medium cells; has 5-inch polished reflector; adjustable for various bulb sizes; standard socket. Price, $3.98, plus tax.



Brownie Reflex Model similar to above. For use with the Brownie Reflex only. Price, $3.98, plus tax.

Model for Brownie Flash 620 only. Bracket attaches over camera front; battery case is close to camera; price, $3.50 plus tax.

Model for use with Kodak shutters having built-in synchronization. Price, $6.50 plus tax. Accessories available include midget bulb adapter.

Ansco Pioneer Model for use with the Pioneer camera only; uses two medium cells; has 5-inch polished reflector; adjustable for various bulb sizes; standard socket; bracket fit over top of camera. Price, $2.95 plus tax.

Model for use with the Ansco Rediflex only. Similar to the above model; bracket attaches to side of camera. Price, $3.50 plus tax. Midget bulb adapter available for both models.

MFR. Service Photo Suppliers, Inc.

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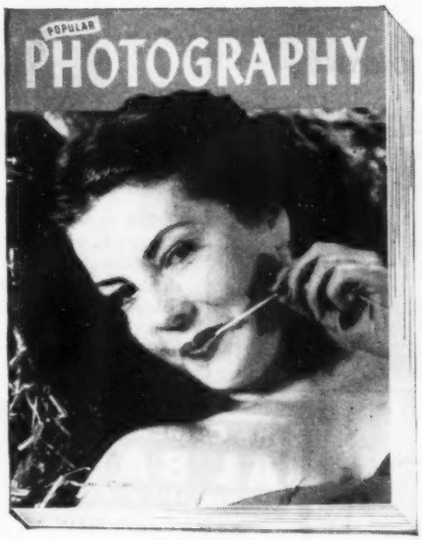

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- ★ Devices and tricks for getting interesting pictures of birds on the wing.
- ★ What you should know about focal length—how to choose and use a lens.
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SYNCHRO-SPECIAL

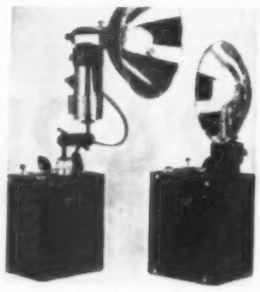
For use with all Kodak Synchro-shutters; uses 2 size D batteries; reflector adjustable for various bulbs; battery case; built-in cord; universal bracket. Price, $12.75, plus tax. Accessories include all Heiland reflectors and multi-flash equipment.

MFR. Heiland Research Corp.

REMOTE FLASH UNITS

HEILAND FOTOEYE

Electronic remote control flash unit with photoelectric cell; used for extension flash photography with a "master" flashbulb on or near the camera. Price, $51.50. Accessories in-



clude all Heiland reflectors and multiflash equipment. Reflectors are optional at additional cost. Speed Beam reflector used with socket adapter.

MFR. Heiland Research Corp.

TELEFLASH

Photoelectrically controlled flash synchronizer; automatically synchronizes the firing of the inserted flashbulb with the flash unit on the camera; no external batteries or wiring; responds only to pulses of light such as photo flashbulbs; no controls required as sensitivity is always at its maximum; insertion of flashbulb puts

unit into operation. Price upon request.

MFR. Strobo Research Labs.

FOTO-DYNE

Remote control unit weighing 3 pounds, 6 ounces; for firing one or more flash units as far as 250 feet from camera without extension cords or cables; all controls on top of unit. Price, $27.65.

MFR. Globe Industries, Inc.

SERVO FLASH

Remote control unit using photoelectric cell to synchronize the firing of the flashbulb without using cords; all controls on outer panel; has 6½-inch reflector; adjustable for various bulb sizes; standard socket. Price on request.

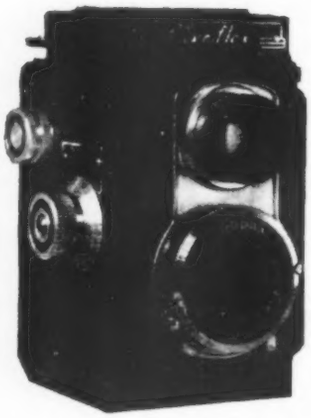
MFR. Era Tool & Engineering Co.

NOW!

NEW CIRO-FLEX CAMERAS EQUIPPED WITH

Synchromatic Shutters

FOR IMPROVED FLASH PHOTOGRAPHY



Never a dull, dark, pictureless moment with the new Ciro-flex! It's equipped with a special built-in mechanism that automatically synchronizes your flashlamp with the new "M-F" Synchromatic Shutter. No external synchronizer or solenoids required. Just connect your flash gun cord to the convenient fitting on the side of the camera, then trip the shutter as you would for normal daylight photography. That's all! Available with Synchromatic Alphax or Rapax Shutters synchronized at all speeds for Class F (5m.s.) flashlamps, and at speeds marked in red for Class M (20m.s.) flashlamps.

Model B
Alphax Shutter (Std.), $68.50 plus $8.48 excise tax

Model C
Rapax Shutter (Std.), $88.50 plus $10.95 excise tax

Model D
Alphax Synchro-Shutter, $74.50 plus $8.97 excise tax

Model E
Rapax Synchro-Shutter, $101.50 plus $12.19 excise tax

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425 SOUTH SANDUSKY • DELAWARE, OHIO

EXPORT DIVISION
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SAVE $42.50

4x5 KEYSER "COLD LIGHT" ENLARGER
No hot spots to cloud the center of your prints. Regular $132.00 value. Our price shipped prepaid **$89.50**

THE NEW LINHOF TECHNIKA III
4x5, built-in, non-destructible, coupled rangefinder—revolving back, rear, front, horizontal and vertical movements—triple extension bellows—parallax finder—6-inch F4.5 Schneider Xenar lens in Compur shutter—takes standard 4x5 Graphic type holders. Prepaid **$450**

BELL & HOWELL AUTO 8mm
Twoslens turret, 1/2-inch F1.9 coated lens and 1-1/2-inch F3.5 coated telephoto. Matching positive view finder objectives. Complete with de luxe compartment case. Prepaid **$318.02**

B & H PICTURE-MASTER PROJECTOR—8mm
400-foot capacity, 750-watt lamp, reverse and high-speed rewind and still frame. Case. Prepaid . . . **$262.00**

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4-1/2-gal. size **$2.49**

KODACHROME SHEET FILM
6-1/2 x 9 cm. (1946) processing included. Box of 6 sheets **$1.50**

16mm MAG. XX FILM
Processing not included . **$1.95**

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★ Zeiss Super Ikontas (all models)

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FLASHBULBS

Bulb Designation	Voltage Required to Fire Bulb*	Light Output In Lumen Seconds†	Duration Above ½ Peak In Milli-Seconds (Approx.)	Time to Peak In Milli-Seconds (Approx.)	Mean Color Temp. Degrees Kelvin (Approx.)	Special Characteristics, Uses, Etc.	List Price Each (Less Tax)
General Electric Photoflash Lamps							
Speed Midget "SM"	3	5,500	7	5	3300	Quick flash for all-around near-distance pictures in proper reflectors. Bayonet base. Battery only.	$0.14
Synchro-Press No. 5	3	16,000	13	20	3800	For all-around pictures in proper reflectors. Ideal for between-the-lens shutters. Bayonet base.	.14
Synchro-Press No. 5B	3	7,000	13	20	6000	Same as No. 5 with blue-filter coating for correct color rendition with daylight type color film.	.18
Focal Plane No. 6	3	15,000	30	.....	3800	For synchronization with most focal plane shutters. Midget size, bayonet base. Battery use only.	.16
Synchro-Press No. 11	3	28,000	12	20	3800	General purpose lamp for accurate synchronization and open flash; for press and amateur use.	.14
Synchro-Press No. 22B	3 to 125	26,000	14	20	6000	Same as No. 22 with blue coating for use with daylight type color film and fill-in for daylight color shots.	.22
Synchro-Press No. 22	3 to 125	60,000	14	20	3800	General purpose of greater power than No. 11. Medium broad peak allows for errors in synch.; for high-speed shots.	.16
Focal Plane No. 31	3	75,000	53	.....	3800	For high shutter speed synch.; with focal plane shutters. Longer duration than No. 6. Battery flashing only.	.25
Photoflash No. 50	3 to 125	93,000	17	30	3800	Great light intensity to cover large areas and for exposure at small lens aperture.	.23
Photoflash No. 50B	3 to 125	40,000	17	30	6000	Same as No. 50, but with blue coating for use with daylight color emulsions.	.29
Sylvania Superflash							
SF (Speed Flash)	3 to 9	5,000	4	5	3400	Quick-freeze flash equivalent to 1/100 sec. shutter speed even with open flash. Gas filled; bayonet base.	$0.13
Press 25	3 to 9	25,000	20	22	4000	Midget lamp for synchronization with between-the-lens shutters; Bayonet base. Battery use only.	.13
No. 0	3 to 125	25,000	16	23	4000	Baby size flash, medium base, for general amateur use; wide-peak flash for synchronized use.	.13
Press 40	3 to 125	40,000	18	22	4000	For press use; long peak for high-speed synchronization; can be used with many focal plane minicameras.	.16
Press 50	3 to 125	50,000	16	22	4000	Extra-power for professional and press use; 25% greater light output than Press 40; for high-speed synch.	.18
No. 2	3 to 125	75,000	17	25	4000	High-powered lamp recommended for synch. with all compur or between-the-lens shutters, somfocal plane.	.22
No. 2A	3 to 9	80,000	50	23	4000	For focal plane shutters only; for synch. up to 1/1000 sec. Battery use only. Two lamps in twin package.	.25
No. 3	3 to 125	140,000	21	28	4000	Powerful lamp for covering large areas; synch. recommended at speeds up to 1/100 second.	.40
No. 25B	3 to 9	14,000	20	22	6000	Blue midget for use with daylight type color films. Bayonet base; for use with battery only.	.20
No. 2B	3 to 125	42,000	17	25	6000	Same bulb size as No. 2; for use with daylight type color films. Packed two to twin wrapper. Blue lamp.	.25
No. 3B	3 to 125	85,000	21	28	6000	Blue lamp same size as No. 3; for use with daylight type color films.	.45
Westinghouse Photoflash Lamps							
SM	3	5,500	7	5	3300	Speed Midget; bayonet base, gas filled; for between-the-lens shutters. Battery use only.	$0.14
No. 5	3	16,000	13	20	3800	Midget, bayonet base, for use with between-the-lens shutters in proper type reflectors.	.14
No. 5B	3	7,000	13	20	6000	Same as No. 5; for use with daylight type color films.	.18
No. 6	3	15,000	30	.....	3800	Designed for use with focal plane shutters; midget size, bayonet base.	.16
No. 11	3	28,000	12	20	3800	General purpose lamp for use with between-the-lens shutters.	.14
No. 22	3 to 125	60,000	14	20	3800	General purpose lamp of greater power than No. 11; for use with between-the-lens shutters.	.16
No. 22B	3 to 125	26,000	14	20	6000	Same as No. 22 with blue coating; for use with color films of daylight type.	.22
No. 31	3	75,000	53	.....	3800	For use with focal-plane shutters; of longer duration than No. 6.	.25
No. 50	3 to 125	93,000	17	30	3800	Lamp of great light intensity; designed to cover large areas and for exposure at small lens apertures.	.23
No. 50B	3 to 125	40,000	17	30	6000	Same as No. 50 with blue coating; for use with color films of daylight type.	.29

* In the interest of safety, bulbs designed for firing with 3 to 9 volts should not be ignited with regular house current.

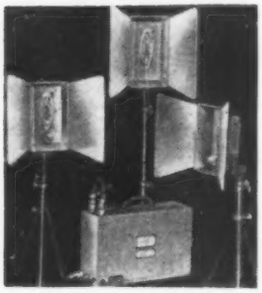
† Lumen second values for all G-E bulbs are determined in accordance with a new method established by ASA and differ from previously published ratings. There is no change in lamps or light output.

ELECTRONIC FLASH UNITS

Portable and Semi-portable Units of Interest to Amateurs

AMERICAN CINEFOTO

RAY-O-FLASH ECONOMY MODEL



Semi-portable and studio unit weighing 39 lbs.; a-c and battery operation; 2 chargeable batteries; for magnetic and built-in synchronizers; Kripton flash tube; 10,000 flashes per tube at 6000° K color temperature; 1/5000 sec. flash duration; 6 sec. interval between flashes; 3 flash tubes; 3 reflectors with built-in modeling lights in two; barndoors for all three; sychron attachment. Price, $150.00 including tax.

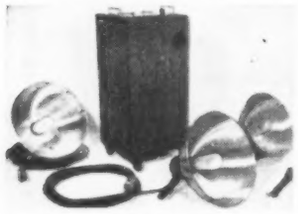
MFR. American Cinefoto Corp.

AMERICAN SPEEDLIGHT

FOTOLUX 3S112C

Semi-portable unit weighing 35 lbs.; a-c only for use with mechanical and built-in synchronizers; adapted for focal-plane shutters; G-E FT403 and FT220 flash tubes; over 10,000 flashes per tube at 6500° K color temperature; 1/3000 flash duration; 8 sec. between flashes; 3 tubes in 12, 14, and 18-inch ellipsodial and parabolic reflectors; 25 feet of cord; Price, $498.75 complete. Accessories include stands, adapters, cases, synchronizers, modeling attach.

FOTOLUX 3S360C



Studio unit weighing 75 lbs.; a-c operation only; for use with mechanical and built-in synchronizers; adapted for focal-plane shutters; G-E FT403 flash tubes with over 10,000 flashes at 6500° K color temperature, 1/2000 sec. flash duration with 12 sec interval between flashes; 12, 14, and 18-inch ellipsodial or parabolic reflectors; 25 feet of cord; input voltage control; 1, 2, or 3 light operation; replaceable modeling lights. Price, $988.75. Accessories include light units, power extensions, sync-cables, spot head adapter, strober boxes, etc.

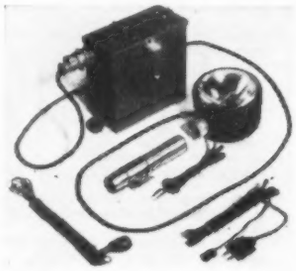
FOTOLUX 2P60C

Portable unit weighing 18 lbs.; 1 wet cell battery; a-c and battery operation; battery can be charged; for use with mechanical and built-in synchronizers and focal-plane shutters; G-E FT220 and FT210 flash tubes with over 10,000 flashes per tube at 6500° K color temperature; flash duration of 1/4000 sec. with 8 sec. interval between flashes; 7-inch pan or sealed beam reflector (FT220); 10 feet of cord. Price, $254.75. Accessories include case, charger, etc.

FOTOLUX 2P90C

Portable unit weighing 25 lbs.; interchangeable wet cell battery; chargeable; for use with mechanical and built-in synchronizers and focal plane shutters; G-E FT220 and FT403 flash tubes with over 10,000 flashes per tube; 6500° K color temperature; flash duration of 1/3000 sec. with 12 sec. interval between flashes; choice of 7-inch pan or sealed beam (FT220) reflector; 10 feet of cord; combination a-c and battery unit. Price, $289.75. Accessories include, cases, charger, extension light, synchronizers, etc.

FOTOLUX 1P30C

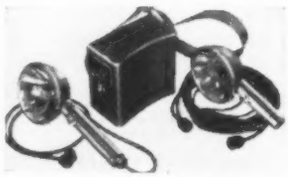


Portable unit weighing 13 lbs.; interchangeable, chargeable wet cell battery; for use with mechanical and built-in synchronizers and focal plane shutters; G-E FT220, FT210, or Syl. R4330 flash tube with over 10,000 flashes at 6500° K color temperature; flash duration of 1/5000 sec. with 5 sec. interval between flashes; 7-inch pan or built-in reflector; light unit attaches on regular battery case. Price, $219.75. Accessories are carrying case, charger, light units, etc.

MFR. American Speedlight Corp.

BUCKLEY

BUCKLEY SPEED-LITE



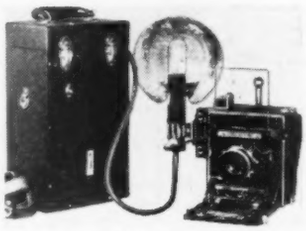
Portable unit using Willard non-spill storage batteries; charger included; visible charger indicator on pack; for use with built-in synchronized shutters and with solenoid synchronizers; uses G-E FT220 flash tube; 6500° K color temp.; built-in sealed beam reflector; outlet on flashgun for synchronized shutter, solenoid, and focus spot; off-on switch on flashgun; curved pack to fit body. Price, $189.50, plus tax. Accessory available, extension gun with 20-foot cable for $59.50, plus tax.

MFR. Buckley Mfg. Co.

DAVENPORT

ELEC FLASH PS or PT

Portable unit weighing 16½ lbs.; chargeable wet cell battery for use with mechanical and built-in synchronizers; Amglo 54R9D flash tube

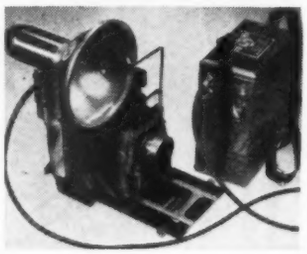


with over 10,000 flashes at 3800° K color temperature; flash duration of 1/3500 sec. with 10 sec. interval between flashes; 7-inch Heiland Lumar reflector; carrying case and 8-foot cord included. Price of single light portable is $196, including tax. Price of twin light portable, $246, including tax.

MFR. D. A. Davenport Mfg. Co.

DORMITZER

SYNCTRON M-100

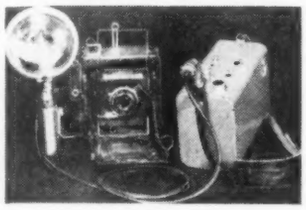


Portable 10½-lb. unit with interchangeable chargeable wet cell battery; a-c and battery operation; for use with mechanical and built-in synchronizers; G-E flash tube with over 10,000 flashes; flash duration of 1/5000 sec. with interval between flashes of 5 sec. on a-c, and 8 sec. on battery; 6-inch elipsoidal reflector with 5 feet of cord; indicator lights on main lamp and power pack; battery indicators. Price, $206.43, including tax. Accessories include auxiliary lamps, booster pack, etc.

MFR. Dormitzer Electric & Mfg. Corp.

ELECTRONIC SPECIALTIES

ADD-A-FLASH AC-Batt. Portable



Portable 13½-lb. unit with 2 chargeable wet cell batteries; combination a-c and battery operation with mechanical, magnetic and built-in synchronizers; also focal-plane shutters; FT220 and FT403 flash tubes with 30,000 flashes per tube at 6500° K color temperature; 1/10,000 sec. flash duration, with 8 sec. interval between flashes; sealed beam and 18-inch studio reflectors; 7- and 20-foot cords; shoulder strap; Price, with flashgun mounting sealed beam flashtube, $180.

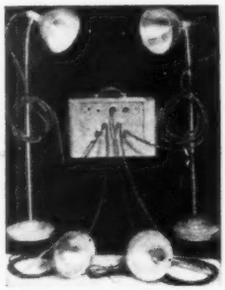
ADD-A-FLASH MODEL I

Semi-portable 9-lb. unit, a-c operation only with the same synchronizers and shutters as above, G-E FT220 or FT403 flash tubes with 30,000 flashes per tube at 6500° K color temperature; 1/10,000 sec. flash duration with 5 sec. interval between flashes; 18-inch reflector with FT403 tube; 20-foot cord; charge indicator; fused plug; built-in modeling lamp on FT403. Price, with FT220, $89.50; with FT403, $115. Accessories include Booster-Flash extension unit.

MFR. Electronic Specialties, Inc.

GAYLIS

PHOTO SPEED-LITE MODEL P 4-A

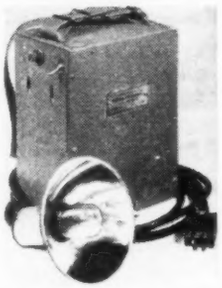


Semi-portable lighting unit weighing 52 lbs.; a-c operation only with mechanical, magnetic, and built-in synchronizers; also with focal-plane shutters; Amglo flash tube with 10,000 flashes per tube at 6500° K color temperature; 1/10,000 sec. flash duration with 15 sec. interval between flashes; 10-inch alzac reflector; 15-foot cord; carrying case. Price, for Double lamp Unit, $195.00 plus tax; price for three-lamp unit, $265 plus tax; four-lamp unit, $295 plus tax. Accessories include adjustable stands with cable, etc.

MFR. Gaylis Photo-Speed Lite Co.

LIGHTNING-LITE

LIGHTNING-LITE BP



Portable 14-lb. unit; 2 interchangeable, chargeable wet cell batteries; battery only operation with mechanical, solenoid, and built-in synchronizers; Amglo flash tube with flash duration of 1/15,000 sec with 12 sec. interval between flashes; large, specially-designed reflector. Price for complete unit, $189.75, including tax.

LIGHTNING-LITE AP

Portable 14 lb. unit that has same features and characteristics and features of BP model; a-c operation only; price, complete, $189.75.

LIGHTNING-LITE SPECIAL AUTOMATIC

Semi-portable unit weighing less than 40 lbs.; specially designed for automatic repeating action; has special U-type or helical flash tube with flash duration from 1/10,000 to 1/30,000 sec. with a variable interval

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GRAPHICS

(A) - 4" x 5" Crown Graphic Outfit: F/4.7 Ektar, X Flash Shutter, R.F. Flash Unit, $255.95—**$23.98** Down

2¼" x 3¼" Crown Graphic Outfit: F/4.5 Optar, Flash Shutter, R.F. Flash Unit, $252.55—**$25.25** Down

2¼" x 3¼" Speed Graphic Outfit: F/4.5 Optar, Flash Shutter, R.F. Flash Unit, $288.66—**$28.86** Down

4" x 5" Speed Graphic Outfit: F/4.7 Ektar, Flash Shutter, R.F. Flash Unit, $291.55—**$29.11** Down

(B) - 2¼" x 3¼" R. B. Graflex, Revolving Back, F/4.5 Ektar, Film Pack Adaptor—$157.50—**$15.75** Down

TRADE-INS ACCEPTED AS DOWN PAYMENTS

EASTMAN KODAKS

(C) - Kodak "35" with Rangefinder: F/3.5, Flash Shutter, $86.58—**$8.65** Down

(D) - Kodak Medalist II: F/3.5 Ektar, Flash Shutter, Case, $312.50—**$31.25** Down

(E) - Cine Kodak Magazine 16mm: F/1.9, $175.00—**$17.50** Down

TRADE-INS ACCEPTED AS DOWN PAYMENTS

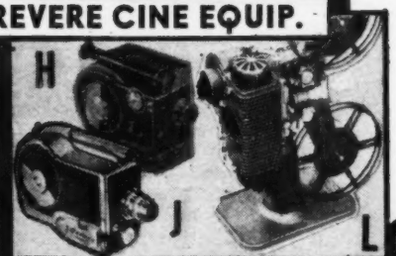
BUSCH PRESSMAN

(F) - 2¼" x 3¼" Busch Press Outfit: F/4.5 Rapax, R.F., $171.25—**$17.12** Down

(G) - 4" x 5" Busch Press Outfit: F/4.7 Raptar, X Shutter, Vue-Focus, R.F., $233.70—**$23.37** Down

TRADE-INS ACCEPTED AS DOWN PAYMENTS

REVERE CINE EQUIP.



(H) - Revere "70" 8mm Magazine: F/2.8, $127.50—**$12.75** Down

(J) - Revere "16" 16mm Magazine: F/2.5, $127.50—**$12.75** Down

Revere Sound Projector: $287.50—**$28.75** Down

(L) - Revere "85" 8mm Projector: $120.00—**$12.00** Down

TRADE-INS ACCEPTED AS DOWN PAYMENTS

MONEY SAVING OUTFITS

SAVE $83.91 on MERCURY II OUTFIT

	List Price
Mercury II—L.N.	$ 82.90
Flash—L.N.	7.30
Carrying Case—L.N.	7.25
Telephoto Lens—New	49.50
Sunshade and Filter Holder—New	4.50
4 Filters—New, at $2.25	9.00
12 Rolls Eastman or Ansco Reloads (780 exp.) at $1.08	12.96
Reg. Advertised List Price	$173.41

ALL FOR ONLY $89.50—**$8.95** Down

Trade-Ins Accepted as Down Pymts.

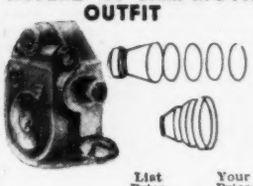
SAVE $47.99 on *NEW* ARGUS C3 OUTFIT

	List Price	Your Price
Argus C3 with F/3.5 coated lens, built-in Range-finder, Flash gun and carrying case	$ 74.71	$74.71
Accessories: Telephoto lens	49.50	$24.79
Sunshade and Filter Holder	4.50	
4 Filters at $2.25	9.00	
6 Rolls Eastman or Ansco Reloads at $1.08	6.48	
1 Roll Kodachrome at $3.30	3.30	
Reg. Advertised List Price	$147.49	

ALL BRAND NEW FOR ONLY $99.50 — **$9.95** Down

Trade-Ins Accepted as Down Pymts.

SAVE $21.45 on *NEW* REVERE "88" 8mm MOVIE OUTFIT

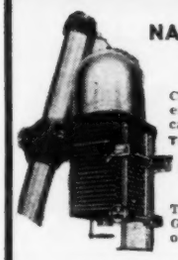


	List Price	Your Price
Revere "88", New	$ 77.50	$77.50
Telephoto Lens, New	29.95	$22.00
Set of 4 Filters, New	9.00	
Sunshade, Filter Holder, New	4.50	
Reg. Advertised List Price	$120.95	

ALL BRAND NEW FOR ONLY $99.50 — **$9.95** Down

Trade-Ins Accepted as Down Pymts.

NATIONAL COLD LIGHT



SAVE $115.50 on NATIONAL COLD LIGHT 4" x 5" ENLARGER

DE LUXE "PRO" OUTFIT

Complete with regular head and extra color head and 3 negative carriers, $79.50—**$7.95** Down

Trade-Ins Accepted as Down Pymts.

$59.50 with 1 Negative Carrier **$5.95** Down

Thousands sold at $175. Only The General can bring you such an outstanding value.

Trade-Ins Accepted as Down Payments

CIROFLEX REFLEX CAMERAS

CIROFLEX REFLEX CAMERAS

America's finest reflex cameras. Choose from these two models.

With F/3.5 coated lens in Alphax Shutter, $76.98—**$7.69** Down

With F/3.5 coated lens in Rapax Shutter, $99.45—**$9.94** Down

Trade-Ins Accepted as Down Pymts.

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1. Select the equipment you want, and total your entire order. (Note: You get a 10-day FREE trial on all purchases.)
2. Determine and include your down payment (not less than 10% or $5.00, whichever is greater); trade-ins accepted as down payments, etc.
3. State on coupon the monthly payments you can make.
4. Mail your order, down payment and short note telling us about yourself, your occupation and two references.

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Send your camera to The General for fast guaranteed work.

The General Camera Co.

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The GENERAL CAMERA CO. Dept. U.
6424 N. Western Ave., Chicago 45, Ill.

Rush the equipment on attached order. If not completely satisfied I may return all or part of order within 10 days for refund. I am enclosing my letter and $..... as down payment. I agree to pay $..... per month until merchandise is paid for.

Name .....

Address .....

City..... Zone... State.....

between flashes, from 1/2 to 20 sec.; has built-in case. Price of one lamp unit, $400 and up, depending on characteristics.
MFR. Lightning-Lite Co.

MacLEOD & HANOPOL

HELIOFLASH MODEL 124

Portable 23-lb. unit; operates a-c only with mechanical, magnetic, and built-in synchronizers; G-E FT14 flash tube with 10,000 flashes per tube at 6500° K color temp.; 1/5000 sec. flash duration with 15 sec. interval between flashes; 11¾-inch aluminum reflector; 20-foot cord; synchronized firing by means of a calibrated dial; 60° light field. Price, $225 including tax. Accessories include remote firing control with photocell unit, additional lamps and reflectors, etc.
MFR. MacLeod & Hanopol

PHOTOGRAPHIC PRODUCTS

CHROME-FLASH A-102

Semi-portable, weighing 26 lbs. for a-c use only with solenoid synchronizer and built-in synchronized shutters; uses G-E flash tube at 1/10,000 sec. flash duration with interval between flashes at 5 sec.; 15-foot cord; will

operate up to 3 lights. Price, with one R-4 reflector, etc., $267.42 including tax. Extra lamps available at $42.42, including tax.
MFR. Photographic Products, Inc.

PHOTOTRON

EVERFLASH I

Portable unit weighing 7 lbs.; uses one wet cell chargeable battery; charger included with unit; for use with mechanical and solenoid synchronizers, and built-in synchronizattion; Amglo flash tube with over 10,000 flashes per tube at 6300° K color temp.; 1/10,000 sec. flash duration with 7 sec. interval between flashes; 7½-inch aplanatic reflector; 42-inch cord; price, with two shutter cords, case, $135 including tax.

EVERFLASH II

Portable unit weighing 10 lbs.; uses 1 chargeable wet cell battery; charger included with unit; for use with the same synchronization systems as the above model; uses Kemlite Sunflash flash tube with over 10,000 flashes per tube at approx. 6300° K color temp. 1/5000 sec. flash duration with 9 sec. interval between flashes; 7½-inch aplanatic reflector; 60-inch cord; voltage control indicator at eye level on gun; economizer circuit; set of shutter cords. Price, with flashgun and carrying case, $248 including tax; with case, and 2 flashguns, $298 including tax. Accessories available include extension gun, and remote control equipment.
MFR. Phototron Corp.

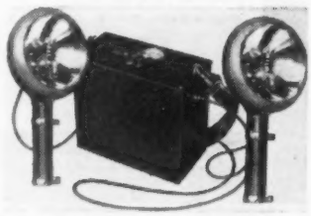
RELIANCE ELECTRONIC

BANTAM D-20

Portable unit containing 2 chargeable wet cell batteries; battery operation only with mechanical, magnetic, and built-in synchronizers; also with Leica, Mercury II, and Graflex D focal plane shutters; Amglo 5804X flash tube with over 10,000 flashes at 6500° K color temp.; approx. 1/5000 sec. flash duration with 15 sec. interval between flashes; 7-inch prefocused reflector; 4-foot cord; carrying case; all operating controls are on the gun. Price, including charger unit, and tax, $88.37.
MFR. Reliance Electronic Mfgs., Inc.

SEMINAR

RADATRON III



Portable 16-lb. unit with interchangeable, chargeable wet cell battery; a-c and battery operation with built-in synchronizers and most focal plane shutters; built-in charger included in unit; G-E FT220 flash tube with 10,000 flashes per tube at 6700° K color temp.; 1/5000 sec. flash duration with 5 sec. interval between flashes; sealed beam reflector and 7½-foot cord. Price for single light unit, $198.75; price for double light unit, $250.
DIST. George Levine & Sons Co.

SEMITRON 1122

Portable 8-lb. unit with 3 interchangeable dry cells; battery use only with built-in synchronizer, and Leica and Graflex focal-plane shutters; G-E FT220 flash tube with over 10,000 flashes per tube at 6700° K color temp.; 1/5000 sec. flash dura-

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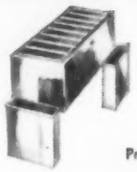
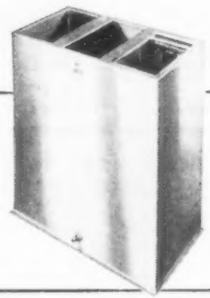
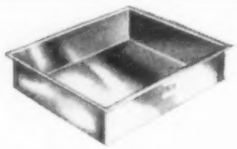


Calumet Color Processing Outfits

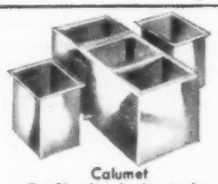
Calumet Deeptank Photofinishing Outfits, 3½, 15, 28 & 48 gal. capacity



Calumet Stainless Steel Sinks



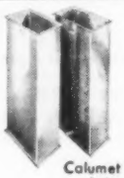
Developer & deep hypo trays



Calumet Cut film developing tanks

Cut film washing tanks

Three tray Unit for Print Processing



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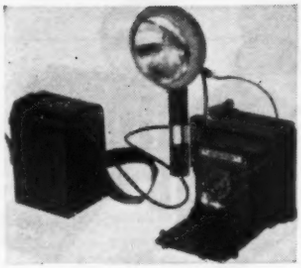


tion with 3 to 10 sec. interval between flashes; 8-inch sealed beam reflector; 15-foot cord. Price, $165.

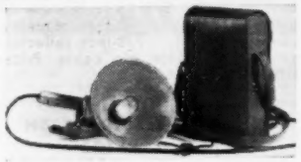
SYNCHROTRON 1010

Portable 14-lb. unit for a-c operation only with built-in synchronized shutter and same focal-plane shutters as Model 1122; G-E FT210 flash tube with over 10,000 flashes per tube at 6700° K color temp.; 1/5000 sec. flash duration with 5 sec. interval between flashes; 10 or 18-inch reflector; 15-foot cord. Price complete, $174.62. Accessories include second light, swivels, etc.
MFR., Seminar Elec. Prod., Inc.

STILLMAN

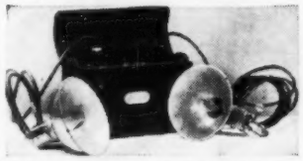
STILLMAN SPEEDLITE 1AC5

Lightweight unit for a-c use only with mechanical synchronizers and built-in synchronized shutters; special G-E FT210 flash tube with 10,000 flashes per tube at 6500° K color temp.; 1/5000 sec. flash duration with 5 sec. interval between flashes; up to 20-inch reflector available;



carrying case included; weight, 4½ lbs. Price, $112. Accessories include modeling lights, etc.

STILLMAN SPEEDLITE 2AC5

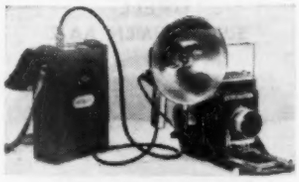


Portable studio unit weighing 10 lbs.; this model has the same operating requirements and features as the above model; uses 2 G-E FT210 flash tubes with 10,000 flashes per tube; Price, including carrying case, $255.

STILLMAN SPEEDLITE 3AC5

Semi-port.; weighs 15 lbs.; has same general operating requirements and features as the 2AC5 model; uses 3 flash tubes; controls are on front and top of power unit. Price, including case, $313. Modeling lights available as accessories.

PRESSMAN TWINLITE MODEL BA-5



Portable unit weighing 7 lbs.; uses 2 chargeable wet cells for use with the built-in synchronized shutters; uses G-E FT210 flash tube with 10,000 flashes per tube at 6500 K° color temp.; has a 1/5000 sec. flash duration with 10 sec. interval between flashes; 8-inch ellipsoidal reflector with 6-foot cord; Price, including carrying case, $154. Extension lights available as accessory.

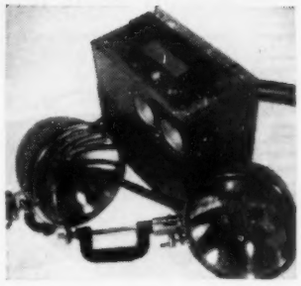
PRESSMAN TWINLITE MODEL BA-20

Identical to the above unit except that it is designed for use with solenoid synchronizers; Price, with carrying case, $154.
MFR., Stillman Electric Mfg. Co.

STROBO RESEARCH

SR STROB MODEL A

Semi-portable 18-lb. unit; a-c operation only with mechanical and built-in synchronizers; and focal plane-plane shutters at low speeds; G-E FT200 flash tube with over 20,000 flashes per tube at 7000° K color temp.; 1/5000 sec. flash duration with 6 sec. interval between flashes; 5½-inch sealed beam reflector; 20-foot cord; carrying case; electronic triggering; two lamps; quick-change clamps; built-in photoelectric trig-



gering. Price, $291, including tax. Accessories include SR stands, Microscope illuminator.
MFR., Strobo Research.

STROMBERG

STROM-O-LITE MODEL 10

Portable 5⅜-lb. unit with interchangeable, chargeable wet cell battery; charger included in unit; battery operation only with mechanical and built-in synchronizers; Amglo flash tube with 10,000 flashes per tube at 6500° K color temp.; 1/5000 sec. flash duration with 12 sec. interval between flashes; 7-inch parabolic reflector; mounts directly to camera. Solenoid control switch available as accessory. Price, $145.

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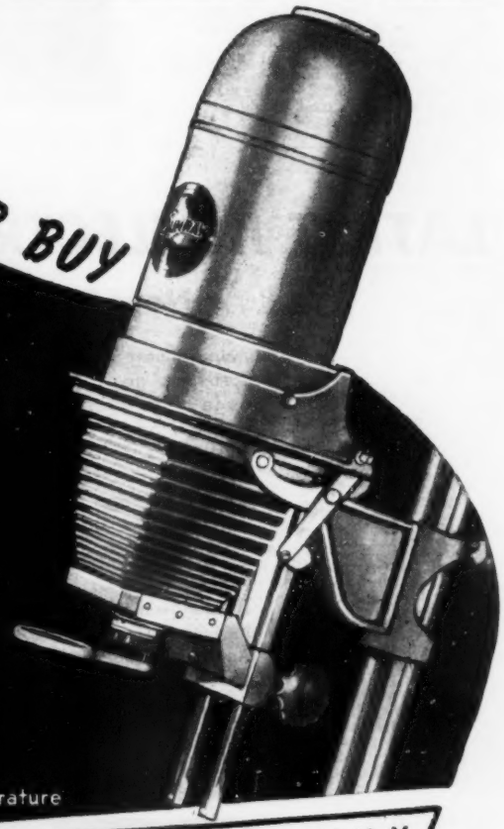

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Semi-portable and studio model; weighs approx. 30 lbs.; a-c operation only with built-in synchronizer shutter; thyratron control for X type; 2 G-E FT220 flash tubes with 10,000 flashes per tube at 6500° K color temp.; flash duration of 1/3000 sec. with 10 sec. interval between flashes; sealed beam reflector; 20-foot cord; all equipment enclosed in one case; heavy duty adjustable lamp clamps. Price, $235 plus tax.
MFR. E. A. Stromberg Co., Inc.

TRIUMPH

TRIUMPH REPEATING FLASH MODEL 1100-R6

Portable 9-lb. unit operating on 8 interchangeable Size D flashlight dry cells; for operation with mechanical, magnetic, and built-in synchronizers, and Leica and Perfex focal plane shutters; Amglo or Sunflash flash tubes with over 10,000 flashes per tube at 6800° K color temp.; 1/10,000 sec. flash duration with 10 sec. interval between flashes; 6-inch elipsoidal with 45° spread of light; 4½-foot cord. Price, $99 including tax. Accessories include, carrying case, battery case, etc.
MFR. Triumph Mfr. Co.
DIST. Burke & James, Inc.

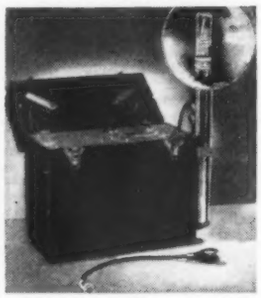
URELL

SUPER LUMEN AA-2

Semi-portable unit weighing 22½ lbs.; a-c operation only with mechanical and built-in synchronizers; G-E FT220 flash tube with 10,000 flashes per tube at 5950° K color temp.; 1/2500 flash duration with 7 sec. interval between flashes; built-in sealed beam reflector; 15-foot cord; carrying case; provision for use of two bulbs. Price, $179.50 plus tax. Extra assembly with wiring at $37.50 plus tax.
MFR. Urell, Inc.

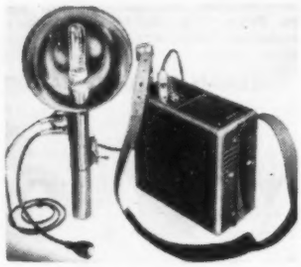
WABASH-SYLVANIA

SYLVANIA ELECTROFLASH MODEL R1140



Portable unit operating on a-c only with mechanical and built-in synchronizers; R4330 flash tube with over 30,000 flashes per tube; 1/5000 sec. flash duration with 6 sec. interval between flashes; 11-foot permanently connected cord; 7 7/8-inch reflector; gun barrel; 1-foot trip cable. Price, $100 including tax.

SYLVANIA ELECTROFLASH MODEL R1142



Portable unit; battery operated, self-contained model; for use with mechanical and built-in synchronizers; focal plane when set for Time; R4330 flash tube with 10,000 flashes per tube; 1/5000 sec. flash duration with 10 sec. interval between flashes; 12-in. gun barrel; 8-inch reflector; battery rechargeable; price, $190 plus tax. Accessories include Photo-tube Triggering mechanism.
MFR. Wabash Corp. of Sylvania Electric Products Inc.

WILCOX

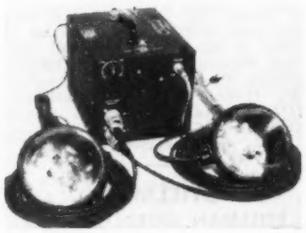
WILCOX PORTABLE STROBO-LITE MODEL P-2

Portable unit weighing 7 lbs.; uses 2 chargeable batteries; for use with solenoid, mechanical and built-in synchronized shutter synchronization; FT220 flash tube with unlimited flashes per tube at 7000° K color temp.; 1/1500 sec. flash duration with 12 sec. interval between flashes; built-in reflector; 6½-foot cord. Price, $149.50, plus tax. Accessories

include extension lamp for $45; battery charger for $11.95, and 20-foot extension.

WILCOX STROBO-LITE MODEL L3A

Semi-portable, weighing 16 lbs.; a-c operation only with most built-in synchronized shutters, solenoid synchronization in conjunction with 3-cell battery case, and mechanical synchronizers adjusted for 20 millisecond



delay in conjunction with 3-cell battery case. G-E FT220 flash tube with unlimited flashes per tube at 7000° K color temp.; 1/4000 sec. flash duration with 10 to 15 sec. interval between flashes; built-in reflector. Price, Model L3A, 2-lamp unit complete, $250. The 3-lamp Strobo-Lite Model M3A is similar to Model L3A except that it weighs 23 lbs.; uses G-E FT220 flash tubes. Price, 3-lamp unit complete, $300 plus tax.
MFR. Wilcox Photo Sales

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MFR., Ace Photo Laboratories.

ALBURGER

Devel-1. For film; concentrate solution; physical-chemical development; very fine grain; rapid dev.; normal emulsion speed; extreme shadow detail. Price, qt. bottle, $.85; gal. bottle, $2.50.

Devel-2. For film; similar features as above; dev. time 6 min.; replenish with fresh developer; concentrate solution. Price same as Devel-1.

Devel-5. For film; concentrate solution; combination physical-chemical dev.; fine grain; increased emulsion speed; extreme shadow detail. Price, same as above.

Devel-6. For paper; concentrate solution; fine grain; cold tones; normal emulsion speed; contrasty; fine shadow detail; can be used for films; dilute 1-12 for paper; 1-24 for film. Price, $.75 for 8 oz. bottle; $1.35 for 16 oz.; $4.50 for 1 gal.

Devel-7. For paper; concentrate solution; chemical dev.; warm tones; 8 oz. makes 3 qts. Price, $.75 for 8 oz. bottle; $1.35, 16 oz.; $4.50, 1 gal.
MFR., Alburger Research Products Co.

ANSCO

Ansco 17. For film; chemical dev.; fine grain; normal emulsion speed; soft-working; gradual dev.; dry. Prices, ½ qt., $.30; ½ gal., $.40; 1 gal., $.65.

Ansco 17A Replenisher. For Ansco 17 developer. Prices: 1 qt., $.35; 1 gal., $.70.

Ansco 47. For film; chemical dev.; dry; medium grain; moderately rapid dev.; normal emulsion speed. Prices in packages: 1 gal., $.45; 3½ gal., $1.10.

Ansco 47 Replenisher. For Ansco 47 developer. Price, 1 gal., $.65.

Ansco Ardol. For paper; chemical dev.; dry; warm tones. Available in 1 qt., ½ gal., and 1 gal. packages. Prices on request.

Ansco Finex. For film; in solution; chemical dev.; very fine grain; gradual dev.; normal emulsion speed. Prices: 1 qt., $1.80; replenisher, ½ pt., $.75.

Ansco M. Q. For film and paper; dry; chemical dev. Price, 5-tube carton, $.30.

Ansco Vividol. For paper; dry; chemical development; cold tones. Available in 1 qt., ½ gal., 1 gal., and 5 gal. packages.

Ansco Color Film Developing Outfit. For Ansco Color film; contains all necessary chemicals to process Ansco Color film; includes 6 chemicals. Prices, 1 qt., $3.05; ½ gal., $3.90; 1 gal., $6.

Color Printon Developing Outfit. Contains the 6 necessary chemicals to process Ansco Printon film to produce color prints. Prices, 1 qt., $3; ½ gal., $4.20; gal., $7.35.
MFR., Ansco.

DR. CHARLES

Dr. Charles G-9. For film; in solution; combination physical-chemical dev.; fine grain; gradual dev. time 11 min.; normal emulsion speed; produces negative with both silver and stain image. Price, 1 qt., $1.65.
MFR., Ace Photo Laboratories.

DU PONT

Defender 6-D Borax. For film; dry; chemical dev.; fine grain; normal emulsion speed; soft-working; suitable for color separation negatives. Available in units to make 1 qt., 1 gal., and 3½ gals.

Defender 53-D All Purpose Developer. For films and paper; dry; chemical dev.; medium grain; rapid dev.; increased emulsion speed; contrasty; produces brown image on Defender Veltura paper. Available in units to make stock solutions of 1 qt., 2 qts., and 1 gal.

Defender 54-D Cold Tone. For paper; dry; especially cold tones; contrasty; for blue-black image color on Defender Apex. Available in units to make stock solutions of 1 qt., 2 qts., and 1 gal.

Defender 55-D Standard Paper Developer. For paper; dry, ready to mix; warm tones; normal gradation; recommended for use with Defender Velour Black and Varigam papers. Available in units same as above; also in tubes to make 16 oz. stock solution.
MFR., E. I. DuPont de Nemours & Co.

EASTMAN

D-76. For film; dry; combination physical-chemical dev.; medium grain; dev. time 17 min.; full emulsion speed; soft-working; good shadow detail. Prices: 1 qt., $.30; ½ gal., $.40; 1 gal., $.65; 10 gal., $4. D-76R replenisher available.

DK-50. For film; dry; combination physical-chemical dev.; medium grain; rapid dev.; normal emulsion speed; soft-working; for portrait, commercial, color separation work. Prices: 1 gal., $.45; 3½ gal., $1.10. DK-50R replenisher available.

DK-60A. For film; dry; combination dev.; medium grain; rapid dev.; normal emulsion speed; normal contrast; recommended for fast sheet film. Prices: 1 gal., $.55; 3½ gal., $1.30.

Dektol. For paper; dry; combination dev.; cold tones; normal gradation; high print capacity. Sizes make stock solutions. Prices: 1 qt., $.28; ½ gal., $.38; 1 gal., $.65; 5 gal., $3.75; 25 gal., $11.

Microdol. For film; dry; combination dev.; replenisher available; fine grain; normal dev. time 16 min.; decreased emulsion speed 25%; soft-working; good shadow detail; recommended where considerable enlargements required. Prices: 1 qt., $.50; 1 gal., $1; 5 gal., $3.20.

Selectol. For paper; dry; combination dev.; warm tones; normal gradation; sizes make stock solutions. Prices: ½ gal., $.35; 1 gal., $.50; 5 gal., $1.75.

Versatol. For film and paper; in solution; combination chemical-physical dev.; cold tones; normal gradation with paper; medium grain, normal emulsion speed and contrast with film; diluted 1-3 for paper or film developer; 1-7 for tank dev. of film. Prices: 8 oz., $.35; 16 oz., $.50; 1 gal., $3.

Tri-Chem Pack. For film and paper; includes Kodak Universal M.Q. tube, Universal stop bath with indicator, and Universal fixer; makes 8 oz. for tray developing. Price, $.20.

Kodak Universal M.Q. For film and paper; makes 8 oz. for tray development of films and paper, and 22 oz. for tank development of film; chemicals come in two separate packs. Price, for unit, $.05; carton containing 12 packages (6 units), $.30.

Kodak Ektachrome Processing Kit. Contains all the required chemicals to process Kodak Ektachrome film. Includes 1st developer, hardener, color developer, bleach, and clearing and fixing bath. Prices, ½ gal., $3.90; 1 gal., $6; 3½ gal., $15.
MFR., Eastman Kodak Co.

EDWAL

Edwal 1-2-3. For film and paper; dry; chemical dev.; rapid dev., normal emulsion speed, contrasty, with good shadow detail with film; cold tones with clean whites for paper. Package to make 1 to 3 qts., $.15.

Edwal 12. For film; dry; single solution; combination dev.; fine grain; med. speed; normal contrast; shadow detail; increased emulsion speed. Price, 1 qt., $.85.

Edwal Super 12. Same as Edwal 12 but in solution ready to use. Price, 1 qt. bottle, $1.35.

Edwal 20. For film; dry; single solution; combination dev.; very fine grain; gradual dev.; normal emulsion speed; soft-working; good shadow detail. Price, 1 qt., $.85.

Edwal Super 20. Same as Edwal 20 but in solution ready to use. Price, 1 qt. bottle, $1.35.

Edwal 102. For paper and film; in solution; chemical dev.; rapid dev.; normal emulsion speed; soft-working for film; slightly warm with long gradation and developing time with paper. Prices: 1 pt., $.85; 1 qt., $1.35.

Edwal One-Eleven. For film and paper; available in solution or dry, ready to mix; chemical dev.; rapid dev., normal emulsion speed, contrasty, good shadow detail with film; gives neutral black tones with fine gradation; 2 min. dev. time with bromide, 1½ min. with chloride papers. Prices: 1 pt. bottle, makes up to 8 pts., $.85; 1 qt. bottle, makes up to 8 qts., $1.35; ½ gal. tin, makes up to ½ gal., $.45.

Micrograin 85. For film; in solution or dry ready to mix; combination dev.; fine grain; gradual dev.; normal emulsion speed; contrasty; good shadow detail. Prices, 1 qt. pkg., $.85; 1 qt. bottle, $1.35.

Edwal Minicol. For film; in solution, or dry ready to mix; chemical dev.; very fine grain; gradual dev.; normal emulsion speed; very soft-working; recommended for flash photography and summer sunlight. Price, same as above.

Edwal Thermofine. For film; dry; chem. dev.; fine grain; rapid dev.; variable contrast; replenisher available. Prices: 1 qt., $.50; 1 gal., $1; qt. replenisher, $.50.
MFR., Edwal Laboratories.

FR

FR Super X-33. For film; combination chemical-physical dev.; fine grain; soft-working; fine shadow detail; in solution. Price, 1 qt., $.95.

FR Super X-33 Replenisher. For Super X-33 developer; used to maintain constant developing time by adding one oz. to developer for each roll developed. Price, 1 qt., $.95.

FR Paper Developer. For paper; chemical dev.; can be used with film; concentrated for dilution as required. Price, 1 qt. bottle, $.95.
MFR., The FR Corp.

GRAPHIC ECONOMY

LT-17. For film and paper; dry; ready to mix; fine grain, rapid dev., contrasty, with film; warm tones with paper; non-oxidizing and non-deteriorating. Prices: 1 qt. pkg., $.75; 1 gal., $1.10; 5 gal., $5.

LT-18. For film and paper; similar to LT-17 except is very soft-working. Prices and quantities same as above.

LT-30. For film; dry; fine grain; normal emulsion speed; soft-working; good shadow detail; wide latitude. Prices and quantities same as above.
MFR., Graphic Economy Developer Co.

HOLLYWOOD

Gam-Matic. For film; dry; combination dev.; fine grain; rapid dev.; contrast control; maximum shadow detail; 2-solution developer; second solution is a heavily concentrated activator; will last as long as there is any liquid. Prices, 1 qt. pkg., $.75; ½ gal. pkg., $1.35.
MFR., Hollywood Photo Mfg. Co.

MALLINCKRODT

Contratone. For film; dry, ready to mix; chemical dev.; coarse grain; rapid dev.; normal emulsion speed; contrasty; good shadow detail; use without dilution. Prices, 1 gal. pkg., $.60; 5 gal. pkg., $2.50.

Pictone. For film and paper; dry; coarse grain; rapid dev.; normal emulsion speed; good shadow detail, for film; cold tones; excellent gradation for paper; dilute 1-2 for paper and 1-1 for film. Price, same as above.

Softone. For film; dry; medium grain; gradual dev.; normal emulsion speed; soft-working; good shadow detail; use without dilution for pan and ortho films. Price, 1 gal. pkg., $.60.

Ultratone. For film; dry; chemical dev.; fine grain; gradual dev.; normal emulsion speed; soft-working; fine shadow detail; use without dilution; recommended at 77°F with either pan or ortho film. Price, 1 gal., $1.
MFR., Mallinckrodt Chemical Works.

SEMINAR

Seminar Speedlite Developer. For film; dry, ready to use; chemical dev.; medium grain; normal dev.; doubles emulsion speed; fine shadow detail; normal contrast; recommended only for negatives exposed by electronic flash. Prices, 1 gal. bottle, $1; 12 1-gal. bottles, $10.
MFR., Seminar Electric Prod., Inc.

SUPERIOR

Cine Chems. For 8 and 16 mm movie film; medium grain; rapid dev.; dry; ready to mix; multiple solution type developer; chemical dev.; for reversal films. Prices, ½ gal., $1.55; 1 gal., $2.55.
MFR., Superior Bulk Film Co.

URELL

U-44. For film; in solution; combination chemical-physical dev.; fine grain; normal emulsion speed; soft-working; high shadow detail; temp. tolerance to 85°F. Prices: 1 qt. bottle, $1; 1 gal. jug, $3.

U-86. For paper; in solution; cold tones; gives deep blacks with extreme latitude of exposure.
MFR., Urell, Inc.

VON-L

Von-L Gold XX. For film; single solution; combination chemical-physical dev.; fine grain; gradual dev.; emulsion speed increased from 5 to 10 times; variable contrast; fine shadow detail; in concentrated form. Prices: 2 oz. bottle, $2.50; 4 oz. (.75 gamma) $4.50; 12 oz. (.75 gamma) $8.75; 12 oz. (1. gamma) $7.75.

Von-L Paper Developer. For paper; concentrate solution; variable contrast; full gradation; very low fog level; clean whites; recommended for bromide and chlorobromide papers only. Prices, 16 oz. bottle, $2.25; 1 gal., $16.50.

Von-L S-35. For film; concentrate solution; combination chemical- physical dev.; fine grain; gradual dev.; emulsion speed increased from 5 to 10 times; variable contrast; fine shadow detail. Prices, 2 oz. bottle, $3; 4 oz., $5.50.
MFR., Mon-Blanc Chemical Co.

DEVELOPING TANKS

ACE PHOTO DEVELOPING TANK NO. 2179

Sheet film, filmpacks, or plates; up to 8x10 inches; liquid capacity approx. 3½ gals.; hard rubber construction; light-proof cover. Price on request.

Tank No. 2181. Similar to above, except has floating cover; hard rubber construction. Price on request.
MFR., American Hard Rubber Co.

ANGELUS COLOR TANK

Sheet film, filmpacks; 4x5 and 5x7 inch models; capacity 1 qt.; 2 qt. for 5x7 inches model; holds up to 9 hangers; daylight loading; plastics construction; metal cover clamp locks. Prices, $6.90 and $11.95, including tax.
MFR., Schoen Products Co.

BACO PLASTIC DEVELOPING TANK

Sheet film, filmpacks; 4x5 inches; plastics construction; light-proof cover; rounded corner; takes 18 Baco hangers; 12 Kodak 4A hangers. Price, $7.68, including tax.

BACO STAINLESS STEEL DEVELOPING TANK

Similar in features and characteristics as the plastics model, except is made of stainless steel and available in 4x5 and 5x7 inch models. Price, $9.65, including tax.
MFR., Baco Accessories Co.

CINE REEL HOME PROCESSOR

For 16 or dbl. 8 mm film; up to 100 feet; liquid capacity 1 gal.; Allegheny metal construction; has take-up bar to counteract film stretch; includes reel, tray, and drying rack. Price, $19.95.
DIST., Superior Bulk Film Co.

EBE DAYLIGHT ROLL FILM DEVELOPING TANK

Roll film 8 mm to No. 122; up to 25 feet; liquid capacity 2 qts.; stainless steel construction; bakelite reel and geared spools; film wound from one spool to other by external crank handle; film loading device; spring clutch to prevent film tearing. Price, $19.75.
MFR., Ebe Mfg. Co.

ECLIPSE

Takes film sizes from 35 mm to 2½x4¼ inches; adjustable; daylight; liquid capacity 1 pt.; plastics construction; pouring and filling vents; shatter-proof. Price, $1.75.
MFR., Eclipse Mfg. Co.

FEDCO ADJUSTABLE

Takes film sizes from 35 mm to No. 116; daylight; adjustable; bakelite construction. Price, $2.75 plus tax.

FEDCO SHEET FILM

Sheet film; 2¼x2¼ to 2¼x3½ inches; adjustable; capacity of 12 sheet films; bakelite construction; reel fits most roll film tanks. Price, $3.50, including tax.

FEDCO ADJUSTABLE SHEET FILM

Sheet film, filmpacks; from 2¼x2¼ to 4x5 inches; adjustable; daylight; capacity of 12 sheets; bakelite construction; loading device. Price, $6.95, including tax.
MFR., Fedco Products.

FR 35 mm TANK

Roll film 35 mm; capacity 36 exposures; liquid capacity 16 oz.; daylight; bakelite construction; built-in thermometer well; unreeling prevention device. Price, $4.10, including tax.

FR ADJUSTABLE CUT-FILM-PACK TANK

Sheet film and filmpacks, 4½x6 cm to 4x5 inches; capacity for 12 films; adjustable; daylight; plastics construction; liquid capacity 52 oz. Price, $9.30, including tax. Model made of bakelite, $7.95.

FR ADJUSTABLE ROLL FILM TANK MODEL C

Takes rolls from 35 mm to No. 116; adjustable; daylight; liquid capacity 28 oz.; bakelite construction; built-in thermometer well; unreeling prevention device. Price, $5.25, including tax. Double flange for developing 2 rolls of 35 mm available as accessory.

FR SPECIAL MODEL 2

Takes rolls from 35 mm to No. 116; adjustable; daylight; liquid capacity 16 oz.; plastics construction; built-in thermometer well; locking cover. Price, $3.45, including tax.
MFR., The FR Corp.

HOLLYWOOD

Takes rolls from 35 mm to No. 116; adjustable; daylight; stainless steel construction; extra flange available for developing 2 rolls of 35 mm at one time; adapted for Ansco Color or Ektachrome. Price, $7.95, including tax.
MFR., Schoen Products.

KAYE NO. 380

Takes film sizes from 5x7 to 8x10 inches; sheet film or filmpacks; open type; capacity 36 5x7 hangers or 24 8x10 hangers; hard rubber construction; 3 gal. capacity; one compartment; overlapping light-proof cover. Price, $18.25, including tax.
MFR., Kaye X-ray Products, Inc.

KODAK DAY-LOAD TANK

For 35 mm developing; exposed film transferred to reel in daylight; stainless steel and plastics construction; internal cut-off knife; magazine chamber and top form unit. Price, $9.85.

KODAK HARD RUBBER TANK

Sheet film or plates 4x5 inches; open type; up to 6 films in hangers; liquid capacity ½ gal.; floating lid. Price, $2.65. Available in 5x7 inch size, $3.45; 8x10 size, $10.
MFR., Eastman Kodak Co.

LOADOMAT 20

Takes rolls from No. 120 to No. 620; daylight type; liquid capacity 12 oz.; stainless steel and bakelite construction; automatic loading; hands never touch film; recommended for color work. Price, $10.95, including tax.
MFR., Prime Photo Products, Inc.

MORSE 5x7

Takes sheet film sizes from 3¼x4¼ to 5x7 inches; capacity of 6 films; liquid capacity ½ gal.; darkroom type; hard rubber construction. Price, $3.

Model available with same characteristics except has capacity for 16 films; liquid capacity 2 gals. Price, $6.36.

MORSE G-3 DEVELOPER

Takes rolls from 16 to 35 mm; capacity 100 feet; adustable; daylight type; liquid capacity 3 pts.; bakelite construction; stainless steel reels; for either negative or reversal processing; automatic agitation; for black-and-white, or color. Price, $22.50.

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MORSE 507 DAYLIGHT DEVELOPING OUTFIT

Takes sheet film 3¼x4¼ to 5x7 inches; capacity for 16 films; daylight type; stainless steel and hard rubber construction; includes light-tight film holder and lid; 3 solution tanks; 2 floating covers; no handling of film loading until drying. Price, $42.50.

MORSE M-70 COLOR FILM PROCESSING OUTFIT

Takes sheet film 3¼x4¼ to 5x7 inches; capacity for 6 films; darkroom type; liquid capacity ½ gal.; stainless steel water jackets with splash guards; thermometer well; 3 sizes for accommodating from three to eight hard rubber tanks with floating covers; water circulation; portable. Prices range from $52.50 to $110.

MORSE M-10 AUTOMATIC

Takes rolls from 35 mm to 9½ inch size widths; adjustable; capacity from 5 to 200 feet; darkroom type; stainless steel construction; motor-driven; automatic reversing. Price, $175.
MFR., The Morse Instrument Co.

NIKOR

Stainless steel tank for roll film; daylight type; not adjustable.

No. 1 for size No. 127 (1⅝x1⅝ to 1⅝x2½); 16 oz. maximum capacity; $8.50, including tax.
No. 2 for size No. 120 (1⅝x2¼ to 2¼x3¼); 16 oz. maximum capacity; $8.50, including tax.
No. 4 for size No. 116 (2x2½ to 2½x4½); 16 oz. maximum capacity; $8.50, including tax.
No. 5 for size No. 122 (3¼x4¼ to 3¼x5½); 20 oz. maximum capacity; $11.65, including tax.
No. 6 for size No. 118; 20 oz. capacity; $11.65, including tax.
No. 33 for two 35 mm rolls; 16 oz. maximum capacity; $11.85, including tax.
No. 35 for one 35 mm roll; 8 oz. maximum capacity; $7.50, including tax.

NIKOR ADJUSTABLE FILMPACK AND SHEET FILM TANK

Stainless steel daylight developing tank with capacity of 12 films in sizes from 2¼x3¼ to 4x5 inches; liquid capacity 36 oz.; adjustable film cage. Price, $16.50, including tax.
DIST., Burleigh Brooks Co.

PRICE MONOTANK 45

Sheet film, filmpacks, or plates, up to 4x5 inches; daylight type; up to 12 films; liquid capacity 2 qts.; plastics construction; can process various sizes of film at one time. Price, $6.95.

MONOTANK 57

Has same features as the above, except it takes up to 12 5x7 inch films; liquid capacity 3½ qts.
MFR., Price Industries Corp.

SUPERB

Takes rolls from 35 mm to No. 116; adjustable; daylight type; plastics construction; positive lock cover; thermometer well; spiral feed reel. Price, $3.10.
DIST., Willoughby's.

TOWER

Takes rolls from 35 mm to No. 616; adjustable; daylight type; liquid capacity 1 qt.; plastics and bakelite construction; locking top. Price, $1.89.
DIST., Sears, Roebuck and Co.

WATSON

For 35 mm roll film only; daylight type; stainless steel construction; bakelite reel. Price on request.
MFR., Burke & James, Inc.

WOLFF DEEP TANK

For rolls from 8 mm to No. 116, sheet film, filmpacks, and plates; daylight type; capacity for 1 roll or 15 sheets of film; liquid capacity 28 oz.; hard rubber construction. Price, $6.85. Sheet film holders and washer available as accessories.

WOLFF SUPER

Takes rolls from 8 mm to 5" widths; takes sheet film and film packs from 2¼x3¼ to 5x7"; liquid capacity ½ gal.; no adjustments required; daylight type; takes up to 9 sheets of film; for reversal or negative processing; can develop various roll sizes at one time; also more than one size of sheet film at one time; loads wet or dry; hard rubber construction. Price, $12.50, plus tax.
MFR., Wolff Mfg. Co.

YANKEE ADJUSTABLE ROLL FILM TANK

Takes rolls from 35mm to No. 116; adjustable; daylight type; liquid capacity from 16 to 26 oz.; bakelite construction; engraved capacity chart on cover; thermometer well; wet or dry loading. Price, $2.95.

YANKEE ADJUSTABLE CUT PACK FILM AGITANK

Takes sheet film or filmpacks from 2¼x3¼ to 4x5"; adjustable; daylight type; liquid capacity from 36 to 55 oz.; capacity for 12 sheets of film; reverse curve grooves; agitation projections under tank; solution capacity chart on cover. Price, $6.21.

YANKEE UTILITY TANK

Takes sheet film or filmpacks from 2¼x3¼ to 4x5"; darkroom type; liquid capacity 32 oz.; takes 12 films in hangers; bakelite construction. Price, $2.25.
MFR., Windman Brothers.

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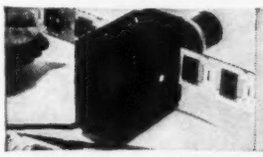
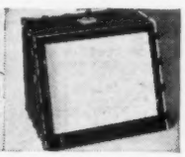
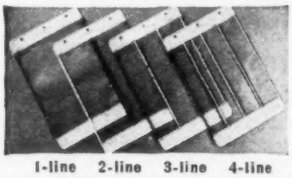


Projector Strips for Filing and Viewing 6 Pictures, glass or Ready Mounts. Clear film folders used in place of glass.



Collapsible Viewer with 8" x 10" face for any negative.



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SPOTLIGHTS

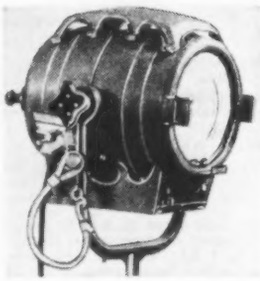
BARDWELL & McALISTER

Dinky-Inkie. Focusing by scale; uses 100- or 150-watt T-8 lamp; gravity ventilation; Fresnel lens; tripod socket; table base; 12-foot cable; for lighting small areas, or home movies; for color and black-and-white photography. Accessories include barn doors, snoots, stand adapters, etc. Prices on request.

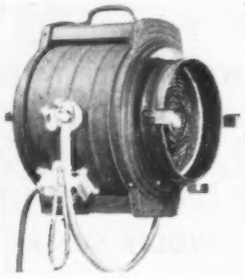
Dinky Boom. Focusing by calibration; uses 100-, or 150-watt T-8 lamp; Fresnel lens; roller stand with boom arm; filter holders; boom in balance at 45° angle; places light 9½ feet from floor; special brake shoe in boom arm for adjustment; 12-foot cable; table base. Accessories include barn doors, diffusers, and snoots. Prices on request.

Boom Light. Uses Baby Keg-Lite as light source; roller stand with boom arm; filter holders; boom in balance at 12½ feet from floor; permits any light positioning; 25-foot cable. Accessories include barn doors, snoots, diffusers, Macbeth filters, and the Foco-Spot unit. Price on request.

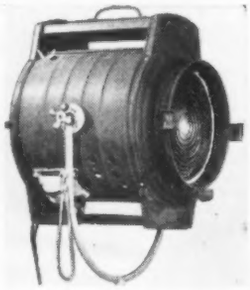
Baby Keg-Lite. Focusing by calibrated scale from 4° to 44°; uses 500- to 750-watt T-20 or T-24 with med. bi-post base; roller stand; filter holders; yoke; 25-foot rubber cable; Fresnel lens. Available accessories include, barn doors, snoots, diffusers, low arm bracket, differ box, leg turtle weights, Macbeth



filters, table base, Foco-Spot to produce round or rectangle-shaped sharp beam. Prices on request.



Junior Spot. Focusing; uses 2000-watt bi-post lamp; gravity ventilation; no light leaks; roller stand; filter holders; Fresnel lens; U-type yoke; 25-foot heavy-duty cable. Accessories include, barn doors, snoots, diffusers, and Macbeth filters. Prices on request.



Senior Spot. Focusing by calibration; uses 5000-watt bi-post lamp; has same features and characteristics as Junior Spot; like above models, it is for black-and-white, and color photography. Accessories same as above. Price on request.

MFR. Bardwell & McAlister, Inc.

BEATTIE HI-LITE

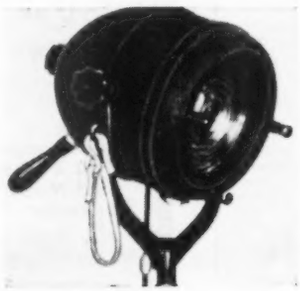
Baby Hi-Lite. Screw focusing; Fresnel lens; uses 100-, to 250-watt bayonet-base lamp; natural draft ventilation; available with or without stand; filter holders; includes diffusers, blue filter, 20-foot cable. Price, $30.

Baby Boom Lite. Focusing; uses 100- or 250-watt bayonet-base lamp; Fresnel lens; stand and boom arm; collapsible base legs; filter holders; spun-glass diffuser, fluorescent filter, and 20-foot cable. Price, $80.

Senior Boom Lite. Screw focusing; Fresnel lens; uses 500-, 750-, or 1000-watt T-20 pre-focus lamp; stand with boom arm; upper riser is counter-balanced; collapsible legs; filter holders; includes lamp, spun-glass diffuser, fluorescent filter, and 20-foot cable. Price, $137.50. Accessories include barn doors and snoot sets.

Super Boom Lite. Similar to the Senior Boom Lite model except uses 500-watt T-20 medium screw lamp; does not have counter-weight feature; Price, including lamp, $105. Accessories same as Senior Boom Lite model.

2 K. W. Cine-Lite. Knob-and-lever focusing; Fresnel lens; uses 2000-watt G-48 bi-post lamp; ventilation through cylindrical baffle; filter holders; includes spun-glass diffuser, 25-foot rubber cable, stage plug. Price, $214. Regular stand and small floor stand available as accessories.

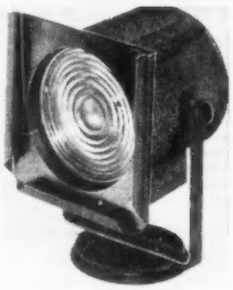


Super Hi-Lite. Focusing; Fresnel lens; uses 500-watt T-20 lamp; with or without stand; filter holders; takes 6-inch barn doors and snoots; includes diffuser, blue filter, and 20-foot cable. Price, $60. Accessories include barn doors, snoot sets, etc.

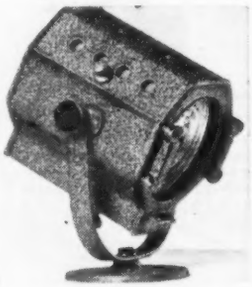
Senior Hi-Lite. Similar to the Super Hi-Lite model, except it uses 500-, 750-, or 1000-watt T-20 pre-focus lamp; includes diffuser, filter, and 20-foot cable. Price, $81.25. Accessories same as above.

MFR. Otto K. Olesen Co.

BOHLING



Model 1169. Focusing; uses 100-watt G-16½ lamp; 3-inch Fresnel lens; mask slot; filter holders; mounted on 3-inch aluminum base; 6-foot cable; fitting can be furnished to mount on tripod stand; U-type yoke. Price, $18.



Model 065. Focusing; uses 250- or 500-watt T-20 lamp, or 250- or 400-watt G-30 lamp with pre-focus base; 6-inch Fresnel lens; mask slot; filter holders; U-type yoke; table base; gives soft-edge beam at all focusing positions. Price, with cable, $24.

MFR. F. A. Bohling.

BRITELITE

Sunspot. Focusing by push-pull method; 4½-inch Fresnel lens; uses No. 1 flood bulb; table base; aero-alloy body; convection cooling; U-type yoke. Price, $13.50 plus tax. Tripod available as accessory, $4.75.

Model 535 Spotlite. Focusing by push-pull method; 6-inch Fresnel

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lens; uses 50.-watt T-20 lamp; radiant convector cooling; pre-focus socket; tilting clutch; yoke; filter holder; Duraskel body. Price, $62.50 plus tax; tripod available for $7.50, and Britelite Focusing Pin Spot Adapter for $12.95 plus tax.

Model 750 Sunspot. Focusing control; 6-inch Fresnel lens; uses 750-watt T-24 med, bi-post lamp; one-piece aero-alloy housing; tilting clutch; rack-and-pinion focusing. Price, $95, plus tax. Studio stand, $24.50; Focusing Pin Spot Adapter also available.

Model 2000 Spotlite. Focusing by rack-and-pinion method; 8-inch Fresnel lens; uses 2000-watt T-30 lamp; forced draft ventilation; aero-alloy body; aluminum-mounted switch. Price, $145 plus tax; studio stand, $30.

MFR. Bardon Mfg. Co.

DISPLAY FRESNEL PHOTOSPOT

Focusing; 6-inch Fresnel lens; uses 300-, 500-, or 750-watt T-20 lamp; multi-baffled vent holes for ventilation; collapsible roller stand; has automatic safety lock and pneumatic check; finger-type holders for accessories. Price, $37.50; with table base, $14.95. Accessories include barn doors, spot shades, framing masks, diffusers, color filters, Macbeth filters, and flash adapter.

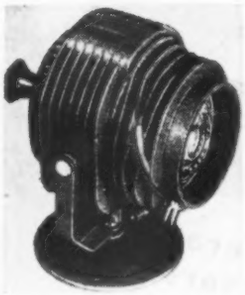
Giraffe Fresnel & Fresnel Cub. Focusing; 6-inch Fresnel lens; uses 300-, 500-, or 750-watt T-20 lamp; collapsible roller stand with boom arm; automatic safety lock; pneumatic check; single control for source position and direction; finger-type accessory holder. Price, large size, $89.50; Cub model, $79.50. Accessories same as above model.

Giraffe Standard and Cub. Non-focusing; open-front-type unit; uses RSP2A, RFL2A, R4O, flashbulbs, or No. 1 or 2 floodlamps; Numo-cushion stand with same features as the Giraffe Fresnel model; filter and

diffuser holders; diffuser; shatter screen, and louvre. Price, Standard, $69.50; Cub, $60. Accessories include color filters, Macbeth filters, flash adapter, reflector.

MFR. Display Lighting, Inc.

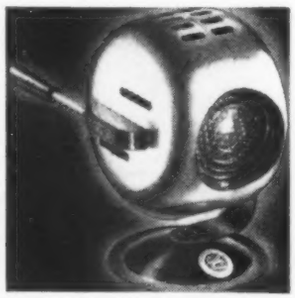
FR HI-SPOT



Focusing; uses 200-watt lamp at 110 recommended line voltage; Fresnel lens; cooling by fins and slots; tripod socket; table base; yoke; swivels for directional focusing; color temperature, 3200° K. Price, including lamp, $16.75 including tax. Adapters available to fit ½-inch and ⅜-inch light standards.

MFR. The FR Corporation.

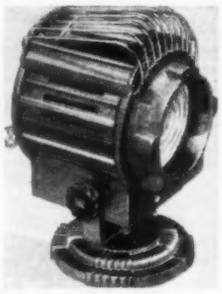
GOLDE



GoldE Hi-Liter. Finger-tip beam-control device; Fresnel lens; uses 100-watt T-8 or 150-watt G-16½ lamp; tripod socket; table base; designed for booms, ceiling, or stand; removable panning handle. Price, $10. Spiral louvre and light stand available as accessory.

Rotochrome Spotlight. Push-pull focusing; condenser lens; uses 250-, 400-, or 500-watt pre-focus lamp; natural draft ventilation; changes 6 colors per minute; self-starting; table base; adjustable beam size; wire heat guard; Price, $27.50. Ceiling or

wall mounting bracket available as accessory.

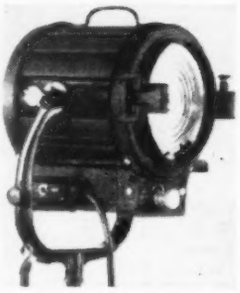


GoldE Bantam Spot. Push-pull focusing; Fresnel lens; uses 500-watt T-20 pre-focus lamp; fluted cooling; special wire heat guard; table base. Price, $17. Accessories include snoots, telescoping stand, blinder, diffuser, color frames, and ceiling brackets.

Bantam Super Spot. Focusing; Fresnel lens; blower cooled; uses 250-, 500-, 750-, or 1000-watt T-20 pre-focus lamp; wire heat guards; 10-foot cord; has full tilting. Price, with table base, $29. Accessories same as above.

MFR. GoldE Mfg. Co.

MOLE-RICHARDSON

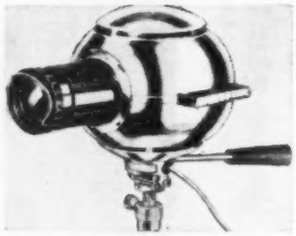


Baby Solarspot. Focusing; Fresnel lens; uses 500- or 750-watt lamp; ventilation through interlocking channel construction; roller stand; collapsible and telescoping; yoke; long rubber cord; rugged for heavy duty. Price on request. Accessories include, barn door, diffuser frame, and stand bracket.

Midget. Focusing; Fresnel lens; uses 200-watt lamp; ventilation by louvers; table base; tripod socket; yoke; filter holders; Price on request. Barn doors available as accessory.

MFR. Mole-Richardson Co.

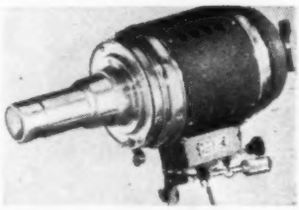
SPHERO-LUX PHOTOGRAPHIC LIGHT



Focusing; Fresnel lens; uses 100-watt A-21 lamp; with stand; equipped with accessories for the projection of patterned backgrounds; designed to provide designs of light. Price, including color filters, design discs, etc., $39.75.

MFR. Burton Mfg. Co.

SUN RAY MODEL 17



Focusing; condenser lens; uses 500-watt T-20 lamp; has ventilation provisions; adjustable socket; diaphragm; special detachable focusing attachment; without stand. Price, $43.11 including tax.

MFR. Sun Ray Photo Co., Inc.

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3"	Ektar f 4.7 Supermatic	$45.00
5¼"	Tessar f 4.5 Compur (c)	65.00
6½"	Goerz D. A. Auto-shutter	37.50
6½"	f 4 Meyer Plasmat set conv. compound shutter	165.00
8½"	f 6.3 B & L Tessar Bbl	45.00
4¼"	f 3.5 Xenar compound shutter	69.00
2¼"	f 6.8 Raptar W.A. for 2¼x3¼ rapax (c)	68.55
4¼"	B & L W.A. Protar f 18 Betax	37.50
12"	Zeiss Apo-Tessar f 9 process Mt Bbl	190.00
3½"	f 18 B & L W.A. Protar Bbl	35.00
7"	f 2.5 Aero-Ektar Bbl	75.00

8 MM MOVIE LENSES

½"	f 1.9 Berthiot—FOC Mt	$49.50
1½"	f 3.5 Berthiot—FOC Mt	46.50
1½"	f 3.5 B & H Telate FOC Mt	49.50
1½"	f 3.5 Elgeet Fixed MT (c)	28.80
1½"	f 2.5 Elgeet FOC Mt (c)	52.50
1"	Wollensak FOC Mt (c)	49.88
1½"	Wollensak FOC Mt (c)	55.42

16 MM MOVIE LENSES

1"	f 1.5 Xenon FOC Mt	$85.00
1"	f 1.9 Eastman Anastigmat. (c)	64.17
2"	f 3.5 Elgeet (c) FOC Mt	45.00
3"	f 2.9 Elgeet (c) FOC Mt	64.30
3"	f 4 Zeiss Sonnar FOC Mt	82.50
6"	f 4.5 Eastman	69.50
6"	f 4.5 Eastman in "C" Mt	77.50
2½"	f 2.7 Eastman in FOC Mt	49.50
1"	f 2.7 Eastman in "C" Mt	57.50
1"	f 1.5 Wollensak FOC Mt (c)	66.50

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DEPT. PP

LAMPS FOR PICTURE TAKING

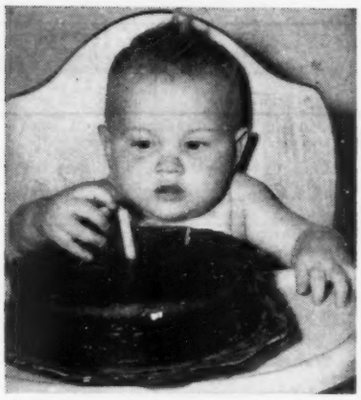
Manufacturer and Lamp Designation	Wattage or Light Output	Mean Color Temp. (Deg. Kelvin)	Average Life at 115 V. in hrs.	Rated Lumens at 115 V.	Base** and Burning Position*	Special Characteristics	List Price Each (Less Tax)
General Electric							
G-E Photofloods							
No. 1	250	3,400	3	8,650	Medium A	Equiv. to 750 watts standard lighting.	$0.16
No. 2	500	3,400	6	17,000	Medium A	Equiv. to 1500 watts standard lighting.	.30
No. 4	1,000	3,400	10	33,500	Mogul A	2½ times as effective as reg. 1000-watt lamp.	1.20
No. B1	250	4,800 (d)	3	.....	Medium A	Daylight blue, for color photography.	.30
No. B2	500	4,800 (d)	6	.....	Medium A	Same.	.60
No. B4	1,000	4,800 (d)	10	.....	Mogul A	Same.	1.75
No. RFL 2	500	3,400	6	(c)	Medium A	Flood, built-in reflector; 60° controlled beam.	.95
No. RSP 2	500	3,400	6	50,000 (a)	Medium A	Spot, built-in reflector; 20° beam.	1.10
3200°K Lamps							
A-23	250	3,200	20	.....	Medium A	For color photography with film color-balanced for 3200°K.	.40
PS-25	500	3,200	60	.....	Medium A		.70
T-20	500	3,200	30	.....	Medium C		2.75
T-20	500	3,200	30	.....	Med. Pf. C		3.00
T-20	500	3,200	35	.....	Med. Bi. C		4.25
T-24	750	3,200	30	.....	Med. Bi. C		5.00
T-20	1,000	3,200	35	.....	Mogul C		5.75
T-20	1,000	3,200	35	.....	Mog. Pf. C		6.15
G-40	1,000	3,200	35 (b)	.....	Mogul D		6.75
G-40	1,000	3,200	35 (b)	.....	Mog. Pf. D		7.15
G-40	1,000	3,200	35 (b)	.....	Med. Bi. A		7.00
PS-52	1,000	3,200	75	.....	Mogul A		4.00
PS-52	1,500	3,200	100	.....	Mogul A		5.50
G-48	2,000	3,200	60 (b)	.....	Mog. Bi. C		11.00
G-48	2,000	3,200	60 (b)	.....	Mogul Bi. C		12.00
G-48	2,000	3,200	60 (b)	.....	Mog. Pf. C		12.40
"CP" Lamps (3350°K)							
T-20	500	3,350	8	.....	Med. Bi. C	For color films balanced to daylight. When used with the Macbeth "Whiterlite" filter, the resulting combination provides excellent photographic daylight.	4.25
T-24	750	3,350	12	.....	Med. Bi. C		5.00
PS-52	2,000	3,350	15	.....	Mogul A		5.25
G-48	2,000	3,350	25	.....	Mog. Bi. C		10.00
T-64	5,000	3,350	75	.....	Mog. Bi. C		23.00
G-96	10,000	3,350	75	.....	Mog. Bi. C		65.00
Spotlight Lamps							
T-10	200	.....	.....	.....	Bay. Cd.	Clear.	2.65
G-30	400	.....	.....	.....	Medium	Clear; also available in photo blue.	1.75
G-30	400	.....	.....	.....	Med. Pf.	Clear; also available in photo blue.	2.00
Miscel. Lamps							
T-20	500	.....	.....	.....	Medium	Small lamp with powerful light. Recommended for home portraiture, etc.	2.20
T-20	500	.....	.....	.....	Med. Pf.		2.20
PS-40	500	.....	.....	.....	Mogul	Clear. For general lighting.	.95
PS-52	1,000	.....	.....	.....	Mogul	Same.	3.10
PS-52	1,500	.....	.....	.....	Mogul	Same.	4.75
Movieflood	2,000	.....	15	.....	Mogul	Equal to five standard 1000-watt lamps.	5.25
Fluorescent Lamps (Daylight & White)				Diameter		Lamps require a special small ballast and starter, available for 50 and 60-cycle a-c current, 115 and 230-volt circuits. Wattage shown is exclusive of auxiliary watts.	
9"T-5	6	.....	1,000	⅝"	.....		.75
18"T-8	15	.....	2,500	1"	.....		.62
18"T-12	15	.....	2,500	1½"	.....		.75
24"T-12	20	.....	2,500	1½"	.....		.75
36"T-8	30	.....	2,500	1"	.....		.75
48"T-12	40	.....	2,500	1½"	.....		1.00
60"T-17	100	.....	3,000	2⅛"	.....		2.30
Radiant Lamp Corp.							
Spotlight Lamps				Rated Lumens			
P25	100	.....	200	1,360	Medium A	Light center length, 3"; over-all length, 3⅛".	.80
P25	100	.....	200	1,360	Med. Pf. A	Light center length, 2 3/16"; over-all length, 5".	1.00
G16½	100	.....	200	1,600	Bay. Cd. C	Light center length, 1⅞"; over-all length, 3".	.90
G30	250	.....	200	4,400	Medium D	Light center length, 3"; over-all length, 5⅛".	1.15
G30	250	.....	200	4,400	Med. Pf. D	Light center length, 2 3/16"; over-all length, 5⅜".	1.40
T12	250	.....	200	4,400	Med. P.S. B	Light center length, 3½"; over-all length, 5¾".	4.50
T20	250	.....	200	4,400	Med. Pf. C	Light center length, 2 3/16"; over-all length, 5¾".	3.50
T20	250	.....	200	4,400	Medium C	Light center length, 3"; over-all length 5½".	3.35
G30	300	.....	200	5,300	Medium D	Light center length, 3"; over-all length, 5⅜".	1.50
G30	400	.....	200	8,000	Medium D	Light center length, 3"; over-all length, 5⅛".	1.75
G30	400	.....	200	8,000	Med. Pf. D	Light center length, 2 3/16"; over-all length, 5⅜".	2.00
G40	500	.....	200	10,200	Mogul D	Light center length, 4¼"; over-all length, 7 1/16".	2.60
T12	500	.....	200	10,250	Med. P.S. B	Light center length, 3½"; over-all length, 5¾".	6.00
T20	500	.....	200	10,250	Med. Pf. C	Light center length, 2 3/16"; over-all length, 5¾".	3.40
T20	500	.....	500	9,500	Med. Pf. C	Light center length, 2 3/16"; over-all length, 5¾".	3.00
G40	1,000	.....	200	22,500	Mogul D	Light center length, 4¼"; over-all length, 7 1/16".	5.00
G40	1,000	.....	200	22,500	Mogul D	Light center length, 5¼"; over-all length, 8".	5.00
G40	1,000	.....	200	22,500	Mog. Pf. D	Light center length, 3 15/16"; over-all length, 8 7/16".	5.40
G48	1,000	.....	200	23,500	Mog. Bi. C	Light center length, 5"; over-all length, 9⅜".	10.00
T24	1,000	.....	200	22,500	Mog. Bi. B	Light center length, 6½"; over-all length, 10".	11.50
G40	1,500	.....	200	34,200	Mogul D	Light center length, 5¼"; over-all length, 8";	7.50
G40	1,500	.....	200	34,200	Mog. Pf. D	Light center length, 3 15/16"; over-all length, 8 7/16".	7.90
T24	1,500	.....	200	33,500	Mog. Bi. B	Light center length, 6½"; over-all length, 10".	13.75
G48	2,000	.....	200	50,000	Mogul C	Light center length, 5¼"; over-all length, 8⅝".	12.00
G48	2,000	.....	200	47,000	Mog. Pf. D	Light center length, 5¼"; over-all length, 8⅝".	12.50
G48	2,000	.....	200	50,000	Mog. Pf. C	Light center length, 3 15/16"; over-all length, 9".	12.40
G48	2,000	.....	200	47,000	Mog. Pf. D	Light center length, 3 15/16"; over-all length, 9".	12.90
G48	2,000	.....	200	52,000	Mog. Bi. C	Light center length, 5"; over-all length, 9⅜".	11.00
G48	2,000	.....	200	48,000	Mogul C	Light center length, 5¼"; over-all length, 8⅝".	16.50
G48	2,000	.....	200	48,000	Mog. Pf. C	Light center length, 3 15/16"; over-all length, 9".	16.90
T30	2,000	.....	200	48,000	Mog. Bi. B	Light center length, 6½"; over-all length, 9⅞".	15.25
Floodlamps							
G30	250	.....	200	3,750	Medium D	Light center length, 3"; over-all length, 5⅛".	$1.15
G30	250	.....	200	3,750	Med. Pf. D	Light center length, 2 3/16"; over-all length, 5⅜".	1.40
G30	400	.....	200	6,600	Medium D	Light center length, 3"; over-all length, 5⅛".	2.00
G30	400	.....	200	6,600	Med. Pf. D	Light center length, 2 3/16"; over-all length, 5⅜".	2.25
G40	500	.....	200	8,650	Med. S. D	Light center length, 4⅞"; over-all length, 7¾".	2.20
G40	500	.....	200	8,800	Mogul D	Light center length, 4¼"; over-all length, 7 1/16".	2.10
T20	500	.....	200	8,500	Med. Pf. C	Light center length, 2 3/16"; over-all length, 5¾".	3.40

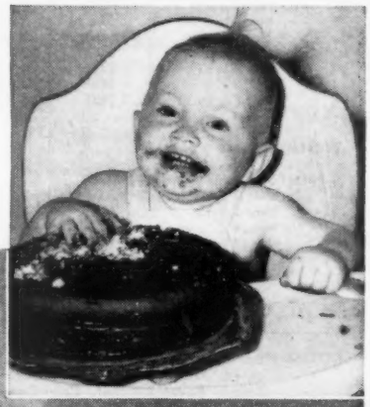
(Continued)

G-E *midgets*

can help you catch

THE WHOLE PARTY





You can be sure of plenty of light to picture baby's first birthday party, and many other happy occasions *when you shoot with G-E Midgets.* It's the quick, easy way to get precious detail and action.

More and more G-E flash bulbs are *available. But good things go fast. If your dealer cannot supply you, try G-E Reflector Photofloods or Photospots in Triangle Lighting.*

Flashed by Mary G. Roberts, Oxford, Ala.

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G-E LAMPS

GENERAL ELECTRIC

LAMPS FOR PICTURE TAKING—Continued

Manufacturer and Lamp Designation	Wattage or Light Output	Mean Color Temp. (Kelvin)	Average Life at 115 V. in hrs.	Rated Lumens at 115 V.	Base** and Burning Position*	Special Characteristics	List Price Each (Less Tax)
Radiant Lamp Corp.							
Floodlamps (Cont'd)							
T12	500	.....	200	8,700	Med. P.S. B	Light center length, 3½"; over-all length, 5¾".	$6.00
G40	1,000	.....	200	19,000	Mogul D	Light center length, 5¼"; over-all length, 8".	5.00
G40	1,500	.....	200	30,000	Mogul D	Light center length, 5¼"; over-all length, 8".	8.25
G48	1,500	.....	200	30,000	Mogul D	Light center length, 5¼"; over-all length, 8⅝".	9.25
Wabash-Sylvania							
Sylvania Superflood							
No. 1	250	3,400	3	8,650	Medium A	Equiv. to 750 watts standard lighting.	.16
No. 2	500	3,400	8	17,000	Medium A	Equiv. to 1500 watts standard lighting.	.30
No. 4	1,000	3,400	10	33,500	Mogul A	Equiv. to 2500 watts standard lighting.	1.20
No. R2	500	3,400	6	.....	Medium A	Reflectorflood, 30° beam; built-in reflector	.95
No. B1	250	4,800 (d)	3	5,600	Medium A	Made of daylight blue filter glass; for use with daylight-type color film and softer shadows in black-and-white.	.30
No. B2	500	4,800 (d)	8	11,000	Medium A		.60
No. B4	1,000	4,800 (d)	10	21,800	Mogul A		1.75
Westinghouse							
Photoflood Lamps							
No. 1	250	3,400	3	8,650	Medium A	Equiv. to 750 watts standard lighting.	.16
No. 2	500	3,400	6	17,000	Medium A	Equiv. to 1500 watts standard lighting.	.30
No. 4	1,000	3,400	10	33,500	Mogul A	2½ times as effective as regular 1000-watt lamp.	1.20
No. B1	250	4,800 (d)	3	5,600	Medium A	Daylight blue, for color photography.	.30
No. B2	500	4,800 (d)	6	11,000	Medium A	Same.	.60
No. B4	1,000	4,800 (d)	10	21,000	Mogul A	Same.	1.75
No. RFL-2	500	3,400	6	4,500	Medium A	Flood, built-in reflector; 60° controlled beam.	.95
No. RSP-2	500	3,400	6	(a)	Medium A	Spot, built-in reflector; 20° beam.	1.10

NOTES: **Bases are screw type unless otherwise indicated. Abbreviations are as follows: Bi.—Bipost; Bay.—Bayonet; Cd.—Candelabra; Pf.—Prefocus; P.S.—Prefocus Skirted.

*Burning Positions:
A. Will burn in any position.
B. Base up burning.
C. Base down burning.
D. Any position from vertical base down to horizontal.
E. Any position except within 45° of vertical base up.

a. Approximate Beam Candlepower.
b. Not designed for life, but for a mean color temperature of 3200° Kelvin.
c. Light concentrated in photo-effective zone. Equivalent to a No. 2 Photoflood in good reflector.
d. Intended to supplement daylight.

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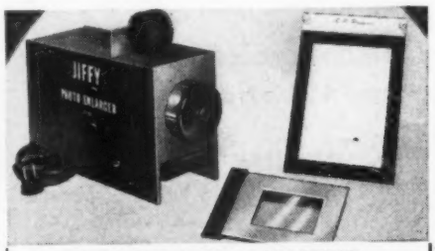

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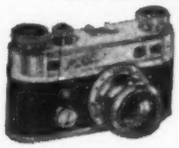

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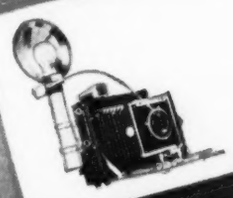

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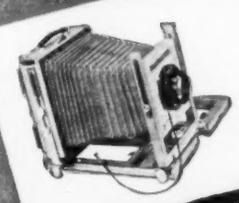

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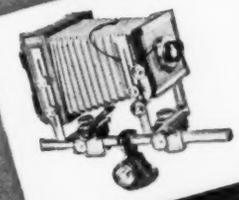

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E. Leitz, Inc.
Mendelsohn Speedgun Co., Inc.
Naken Engineering & Mfg. Co.
Paul Oder
Peak Photo Products
James P. Saragino
Service Photo Suppliers, Inc.
Stouffer Graphic Arts Equipment Co.
W. R. Terrill Co.

FOCUSING AIDS

Baco Accessories Co.
Bausch & Lomb Optical Co.
Buhl Optical Co.
Burke & James, Inc.
Burleigh Brooks Co.
C. B. S. Laboratories
Cal-Cam
Cargille Scientific, Inc.
Cleveland Instrument Serv. Co., Inc.
Chess-United Co., Inc.
Dayton Rogers Manufacturing Co.
Erico Specialties
Elstan Distributing Corp.
Fedco Products
Frederick D. Fisher
General Scientific Corp.
C. P. Goerz American Optical Co.
Hollywood Photo Manufacturing Co.
E. Leitz, Inc.
MelroseManufacturing Co.
Miller Optical Co., Inc.
Petra Manufacturing Co.
Photographic Arts Mfg. Corp
D. Paul Shull
Spencer Company
Vimax Company

FRAMES—ADJUSTABLE

Arlen Products Co.
Bawden Brothers, Inc.
M. W. Carr & Co.
Elliason Photo Frame Co.
A. J. Ganz Co.
Photo Vision, Inc.
York Photo Mount, Inc.

GADGET BAGS

Craig Leather Products Co.
Emmet Corporation
Hinson Manufacturing Co.
Louis Lefkowitz & Brothers
Ruko Company
Service Manufacturing Co.
J. B. Perrin & Co.

GLASS

Heat-Absorbing
American Photo Laboratories
Ansco
Bausch & Lomb Optical Co.
Burke & James, Inc.
Eastman Kodak Co.
Greiner Glass Industries Co.
Semon Bache & Co.
Teitelbaum & Sons

Polarizing
Optex Corp.
Polalite Corp.
Teitelbaum & Sons
Three Dimension Sales Co.

Slides
Semon Bache & Co.
Bee-Tee Optical Corp.
Burke & James, Inc.
Delphic Photographic Sales
Eastman Kodak Co.
GoldE Manufacturing Co.
Greiner Glass Industries Co.
E. Leitz, Inc.
Miller Optical Co.

GRADUATES

B-W Molded Plastics
Columbian Enameling & Stamping Co., Inc.
Eastman Kodak Co.
Eimer & Amend
General Scientific Corp.
Testrite Instrument Co.

GRAY SCALES

Eastman Kodak Co.

GREETING CARD SETS

Eastman Kodak Co.
Frederick D. Fisher
Goetz & Ruschman
Miller Outcalt Co.
Photo-Mart

HARDENERS, PREPARED

Ansco
Atkinson Laboratories
A. O. Braunstein
Duophoto Corp.
Eastman Kodak Co.
Edwal Laboratories
Lightning Products Co.
A. R. Maas Chemical Co.
National Chemical Co.

HYPO

Bath Test
A. O. Braunstein
Edwal Laboratories
Inventions, Inc.

Eliminator
A. O. Braunstein
Inventions, Inc.
Robely Laboratories

Test for Wash Water
Apparatus Development Co., Inc.
E. I. du Pont de Nemours & Co., Inc.

Silver Reclaimer
Gopher Laboratory
National Chemical Co.
Edmund Salvage Co.
States Smelting & Refining Co.

IDENTIFICATION—(Equipment)

Decalcomanias
I-D-Cal Co.

Tags
Olden Camera & Lens Co.

INKS—(For Writing on Glass & Negatives)

Alden Manufacturing Co.
Eimer & Amend
Eastman Kodak Co.
Higgins Ink Co., Inc.
Johnson's Snow White Products
C. L. Santos Manufacturing Co.
Sipco Products Co.

INTENSIFIER

Ansco
Burke & James, Inc.
Curio Photo
Eastman Kodak Co.
Jas. H. Smith & Sons Corp.

LAMP BULBS (Other Than Picture Taking)

Burke & James, Inc.
Eastman Kodak Co.
Industrial Devices, Inc.
Jewel Products, Inc.
Solar Electric Corp.
North American Electric Lamp Co.
Radiant Lamp Corp.
Scientific Enterprises, Inc.
Wabash Corp.
Westinghouse Elec & Mfg. Co.
Wonderlite Co.

LENSES, PHOTOGRAPHIC

Apex Tool & Machine Co.
Bausch & Lomb Optical Co.
Burke & James, Inc.
Elgeet Manufacturing Co.
C. P. Goerz American Optical Co.
Herron Optical Co.
Ilex Optical Co.
Kollmorgen Optical Corp.
Main Electric Co., Inc.
Hugo Meyer & Co.
Miller Optical Co.
Optex Corp.
Projection Optics Co., Inc.
Panocular Corp.
Simpson Optical Co.
Society for Visual Education, Inc.
Wollensak Optical Co.
Viewlex, Inc.

LENS ACCESSORIES

Brushes
Arel, Inc.
Baco Accessories Co.
Burke & James, Inc.
Delta Brush Co.
Eastman Kodak Co.
Eimer & Amend
Miller Outcalt Co.

Lens Caps
Albert Specialty Co.
Baco Accessories Co.
Bausch & Lomb Optical Co.
Burke & James, Inc.
Eastman Kodak Co.
E. Leitz, Inc.

Cleaning Solution
A. O. Braunstein
Craig Manufacturing Co.
Eastman Kodak Co.
Eimer & Amend
Mitchell Camera Corp.
Optical Films Engineering Co.
Rosco Laboratories

Flanges & Boards
Baco Accessories Co.
Bausch & Lomb Optical Co.
Brownie Specialty Shop
Burke & James, Inc.
Burleigh Brooks Co.
Elgeet Optical Co.
Enteco Industries
Heiland Research Co.
King Sol Research Corp.
Main Electric Co., Inc.
Nicholson Products Co.
Raymond B. Oxman
Photoking
D. Paul Shull
Stevens Engineering Co.
Techni-Service

Shades
Baco Accessories Co.
Burke & James, Inc.
Eagle Photo Supply Co.
Eastman Kodak Co.
Enteco Industries
Garden & Williams
Grover Photo Products Co.
C. P. Goerz American Optical Co.
Harrison & Harrison
E. Leitz, Inc.
Miller Outcalt Co.
Pioneer Scientific Corp.
Polly Products Co.
Ponder & Best
Techni-Service
Voss Photo Products, Inc.

Shades, Bellow Type
Graflex, Inc.

Shade & Filter Holder Combinations
Associated Photo Products
Bardwell & McAlister, Inc.
Burke & James, Inc.
Daylight Film Printer Sales Corp.
Eastman Kodak Co.
Enteco Industries
Garden & Williams
Harrison & Harrison
E. Leitz, Inc.
Pioneer Scientific Corp.
Polly Products Co.
Ponder & Best
Techni-Service
Tikern Corp.
Warner Products, Inc.
Wheeler Enterprises, Inc.

Tester
Photo Research Corp.
D. Paul Shull
Spencer Company

Tissue
Aldine Paper Co.
Rosco Laboratories
A. Rosmarin
Superfine Lens Cleaner Co.

Coating
Acra Instruments
Burleigh Brooks Co.
Ray Campbell & Co.
Chemoptics, Inc.
MacCollister and Campbell
Mills Photographic Engineering Lab.
Optical Coating Laboratory
Optical Films Engineering Co.
A. W. Sturr Industries
Techni-Service Co.

LIGHTING EQUIPMENT & ACCESSORIES

Diffusion Screens
Acme-Lite Manufacturing Co.
Bardwell & McAlister, Inc.
Berlant Associates
Capitol Stage Lighting Co.
Garden & Williams
Glo-Brite Products, Inc.
GoldE Manufacturing Co.
Martin Products Co.
Mitchell Camera Corp.
Nichols Photo Service
Optex Corporation
Photo-Mart
Polalite Corp.
Jas. H. Smith & Sons Corp.

Floodlights
Acme-Lite Manufacturing Co.
Bardwell & McAlister, Inc.
Capital Stage Lighting Co.
Compco Corporation
Display Lighting, Inc.
Eastman Kodak Co.
General Products Co.
Kluge Electronics
Landes Manufacturing Co.
Leonardo Lamp Manufacturing Co.
Miller-Trojan Co.
Mole-Richardson Co.
Parker Company
Otto K. Olesen Co.
Photogenic Machine Co.
Jas. H. Smith & Sons Corp.
Sunbeam Sales
Sun Ray Photo Co., Inc.
Testrite Instrument Co.
Voss Photo Products, Inc.

Floodlights for Camera Mounting
Acme-Lite Manufacturing Co.
American Products Co.
Arrowhead, Inc.
A. L. Bensen & Co.
Burton Manufacturing Co.
Compco Corporation
Johnson's Engineering Co.
Leonardo Lamp Manufacturing Co.
Mardit Manufacturing Co.
Peak Photo Products
Photo-Aids, Inc.
Photographic Products, Inc.
Photo Materials, Inc.
Powells Products, Inc.
S & D Manufacturing Co.
James H. Smith & Sons
Sunbeam Sales
Techni-Service
Testrite Instrument Co.
Trav-A-Lite Co.
Voss Photo Products Co.

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Burton Manufacturing Co.

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Groover Photo Products
Jen-Products Co.
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Grossman Electric Specialties Co.
Mercury Electric Products Mfg. Co.
Scientific Enterprises
Shepard Engineering Co.
Jas. H. Smith & Sons Corp.
Testrite Instrument Co.
Voss Photo Products Co.
Flood Synchronizers
Oak Photo, Inc.
Parke Photo Products
James P. Saragino
Flood Reflectors & Clamps
Arrowhead, Inc.
Bardon Manufacturing Co.
Bernard Products Co.
Compco Corporation
Chas. Fischer Spring Co.
Heiland Research Corp.
Kenart Devices, Inc.
Kluge Electronics Corp.
Leonardo Lamp Manufacturing Co.
Peak Photo Products
Strobo Research
Sunbeam Sales Co.
Testrite instrument Corp.
Whitmore Products
Jas. H. Smith & Sons Corp.
Footswitches
Irving I. Aaron & Associates
Black & Webster, Inc.
Burke & James, Inc.
Camera Specialty Co.
Diamond "R" Agencies
Eastern Photo Mfg. Co., Inc.
Ellis & Beller, Inc.
General Control Co.
Harrison Manufacturing Co.
Industrial Timer Corp.
Kriser Corporation
Mimosa American Corp.
Naken Engineering & Mfg. Co.
Truphoto Products
Wolff Manufacturing Co.
Hand Flashguns
Arel, Inc.
Eastman Kodak Co.
Eastern Photo Mfg. Co., Inc.
Naken Engineering & Mfg. Co.
Peak Photo Products
Service Photo Supplies
Jas. H. Smith & Sons Corp.
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Industrial Timer
Mardit Manufacturing Co.
Person-Hickrill
Jas. H. Smith & Sons Corp.
Light Boosters
Grove Photo Products
Heiland Research Corp.
Lightning-Lite Co.
Light Stands
Acme-Lite Manufacturing Co.
Amer. Photographic Instrument Co.
Atlas Products Co.
Baco Accessories Co.
Bardon Manufacturing Co.
Bernard Products Co.
Burke & James, Inc.
Capital Stage Lighting Co.
Compco Corp.
Display Lighting, Inc.
Kluge Electronics
Mostow Co. (Da-Brite)
Pho-Tel Products
Otto K. Olesen Co.
Photogenic Machine Co.
Read Photo Manufacturers, Inc.
Robar Research, Inc.
Scientific Enterprises
Strobo Research Labs.
Jas. H. Smith & Sons Corp.
Testrite Instrument Co.
Tikern Corp.
Voss Photo Products Co.
Portable Studio Units
Acme-Lite Manufacturing Co.
Display Lighting, Inc.
Landes Manufacturing Co.
Morse Instrument Co.
The Parker Co.
Reflectors for Midget Flashbulbs
Burke & James, Inc.
Heiland Research Laboratories
Hunter & Company
Kalart Company, Inc.
King Sol Research Corp.
Provident Camera Shop
Voltage Control Units
Industrial Timer Corp.
Natco, Inc.
Raytheon Manufacturing Co.
Sorenson & Co., Inc.
United Transformer Corp.
Miscellaneous Electrical Equipment
Actina, Inc.
Calhoun Company
Capital Stage Lighting Co.
Cordomatic Div. Vacuum Cleaner Corp. of Am.
Ewart & Koch
Graflex, Inc.
Grossman Electric Specialty Co.
Grover Photo Products
The Gulow Corp.
Dale H. Holt
Industrial Devices
Industrial Electrical Works
Jen-Products Co.
King Sol Research Corp.
Leonardo Lamp Manufacturing Co.
Mercury Electric Products Mfg. Co.
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35mm CAMERAS
Kodak 35; f3.5 lens; with Case..... $39.00
23 other Bargain-priced 35mm Cameras to choose from. Write for..... **List 10.**

2¼x3¼ ROLL FILM CAMERAS
BALDA—f4.5 Meyer Triop; Compur shutter..... $36.50
There are 18 other Bargain-priced 2¼x3¼ Roll Film Cameras. Ask for..... **List 12.**

VEST POCKET—½ V.P.—½ 120 ROLL FILM CAMERAS
KODAK Duo-620—f3.5 lens; compur shutter..... $48.00
We have 68 other cameras in this group, each an exceptional buy. **List 14.**

LEICA—CONTAX—KINE EXAKTA
LEICA D—f3.5 Elmar lens; case... $112.00
CONTAX II—f2 Sonnar lens; case. 228.00
CONTAX I—f2 Sonnar lens; case.. 146.00
Over 100 other fine cameras in this classification. You save plenty. **List 16.**

FILM PACK CAMERAS
6.5x9 ZEISS MAXIMAR—f4.5 Zeiss Tessar; compur shutter; Kalart RF.. $79.00
9x12 WELTA—f4.5 Rodenstuhl lens; compur..... 49.50
61 other Film Pack Camera "specials" in this Listing. Write for..... **List 18.**

GRAPHIC & PRESS CAMERAS
BUSCH PRESSMAN—f4.5 coated Wollensak; Rapax shutter; Kalart RF; King Sol flashgun; Film Pack adapter..... $149.00
3¼x4¼ SPEED GRAPHIC—f4.5 Kodak anast.; Supermatic shutter; Hugo Meyer RF; FPA..... 135.00
74 other Graphic & Press Cameras in this highly selective list. Ask for..... **List 20.**

TWIN LENS REFLEX CAMERAS
IKOFLAX I—Novar f3.5 lens; case. $76.00
This current list has 66 other Twin-lens cameras at a price you want to pay. Request... **List 22.**

GRAFLEX & REFLEX
6.5x9 ZEISS MIRRORFLEX —f3.5 Tessar..... $88.00
44 other Cameras in this Category at special clearance prices. **List 24.**

VIEW CAMERAS PROFESSIONAL EQUIPMENT
NU VUE—4x5; 6⅜" f4.5 Kodak anast.; Alphax shutter..... $104.50
5x7 KORONA VIEW—..... 39.00
with 8¼" f5 Goerz Color in Ilex.... 100.00
This listing now totals 39 cameras priced for quick sale. Ask for..... **List 26.**

SLIDE PROJECTORS
S.V.E. Model AAA—with Case..... $54.50
58 other Slide Projector "buys" that invite purchase. Write for..... **List 28.**

8mm CAMERAS & PROJECTORS
REVERE Magazine 8; Like new.... $72.00
REVERE Model 80 Projector; like new..... 65.00
43 other guaranteed values in this listing. Ask for..... **List 30.**

16mm CAMERAS & PROJECTORS
KODAK Model B Camera—f1.9 lens. $69.50
KEYSTONE Model K160 Projector. 59.50
56 other movie "pieces" in this special choice listing. **List 32.**

MOVIE LENSES
2½" KODAK f2.7 Telephoto $35.00
3" KODAK f4.5 Telephoto; focus. mount..... 29.50
86 other Movie Lens values for every movie camera need. **List 34.**

STILL CAMERA LENSES
6⅜" KODAK f4.5 anast. in Alphax.. $65.00
Over a hundred special-buy lenses for greater camera joy. **List 36.**

ENLARGERS
OMEGA DII—with Colorhead; LN. $152.00
60 other Enlargers in various sizes, to suit your darkroom needs. **List 38.**

DARK ROOM EQUIPMENT & SUPPLIES
PRINT DRYER CABINET—compact, sturdy, original value $500. Complete with GE 1-20 HP motor.. $49.50
Dozens of other Darkroom essentials at Bargain Buy prices. Ask for..... **List 40.**

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Sprague Electric Co.
Stouffer Graphic Arts Equipment Co.
Sunbeam Sales Co.
Sun Radio & Electronics Co.
W. R. Terrill Co.
United Transformer Corp.
Viewlex Incorporated

MAILERS

For Prints
A. B. C. Bookbindery Co.
American Printing & Envelope Co.
Burke & James, Inc.
International Sales Co.
The Pierce Co.
Wilson Jones Co.
For Films
Brooklyn Mailing Device Co.
Fiberbilt Case Co.
Empire M. P. Screen Co.
Goldberg Brothers
National Shipping Supply Co.

MAKEUP, PHOTO

Max Factor & Co.
Hampden Sales Assn., Inc.
Miner's, Inc.
The Parker Co.
Stein Cosmetic Co.

MASKS, PRINTING

American Photo Laboratories
Arel, Inc.
Eastman Kodak Co.
Felix Distributing Co.
Frederick D. Fisher
The Neder Corp.
Schoen Products
Adjustable
Krug Haloette Co.
Dating
Goetz & Ruschman
La France Productions
Fancy Border
Jay Bee Manufacturing Co.

MATT-CUTTERS

Germain Photo Specialties
X-Acto Crescent Products Co., Inc.

MIRRORS FOR COLOR & REFLEX CAMERAS

Acra Instruments
Advertising Displays, Inc.
Semon Bache & Co.
Burke & James, Inc.
Evaporated Metal Films Co.
General Scientific Corp.
Miller Optical Co.
Optical Films Engineering Co.
Optex, Inc.
Panocular Corp.
Techni-Service, Inc.

MITTENS, DARKROOM

General Scientific Corp.
Neumode Products Corp.
Surety Rubber Co.

MOUNTING SUPPLIES

Boards & Folders
A. B. C. Bookbindery Co.
Allied Paper Products Co.
American Binder Corp.
American Mount & Card Co.
Art Leather Manufacturing Co.
John Byrnes Co.
California Card Manufacturing Co.
M. W. Carr & Co.
Chilcote Company
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B. Oshrin & Brother
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Sprague-Hathaway Studios, Inc.
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Voss Photo Products
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Campus Camera Shop
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GoldE Manufacturing Co.
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Amerline Co.
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Nega-File Co.
Neumade Products Corp.
Photo-Sphere Co., Inc.
Projecto-Slide Co.
Sawyer's, Inc.
Scientific Enterprises
Sun Ray Photo Co., Inc.
Technical Devices, Inc.
Younger Cine Products
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Fade Devices
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Mostow Co. (Da-Brite)
Moviola Manufacturing Co.
Title Letters
California Pattern Letter Supply
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Gardner Cine Company
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Mitten's Display Letters
Prospect Products Co.
Sears, Roebuck & Co.
Super-Cam Products
Titles, Ready-Made
Hollywood Cine Products
Eastman Kodak Co.
Jack-O-Gram Studios
Super-Cam Products
U. S. Photographic Equipment Corp.

NEGATIVES, STOCK

Felix Distributing Co.

NEGATIVE BRUSHES

L. R. Biber Co., Inc.
Burke & James, Inc.
Eastman Kodak Co.

NEGATIVE AND PRINT IDENTIFIERS

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Grover Photo Products
I-D-Cal Company
Lightning-Lite Co.
Andrew E. Lutz
Varigraph Co., Inc.

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American Printing & Envelope Co.
Burke & James, Inc.
Continental Envelope Co.
Eastman Kodak Co.
Hobson Miller Paper Co.
Andrew E. Lutz
Mevi, Incorporated
The Nega-file Co.
Technical Devices

NEGATIVE SCRATCH-REMOVER

Alden Manufacturing Co.
Inventions, Inc.

PAINTS, DARKROOM & PHOTOGRAPHIC

Eastman Kodak Co.
Eimer & Amend
National Chemical Co.
U. S. Stoneware Co.
Wolff & Dolan

PRINTING AIDS

Dryers—Blotter-type
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Eagle Photo Supply Co.
Eastman Kodak Co.
Martin Products Co.
Embossers
Alves Photo Service
Eastman Kodak Co.
Frederick D. Fisher
Goetz & Ruschman
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Douglas Art Metal Co.
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Alden Manufacturing Co.
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Eastman Kodak Co.
Merix Photo Co.
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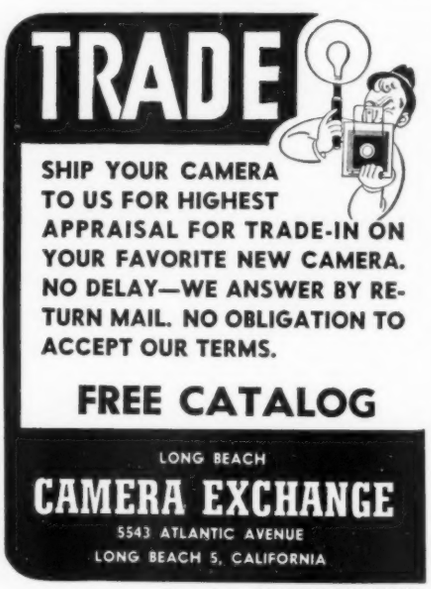

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Eastman Kodak Co.
Elkay Photo Products, Inc.
Enteco Industries
The FR Corporation
Grover Photo Products
Mansfield Industries, Inc.
Morrison-Atlas Products
Photo Materials Co.

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Burke & James, Inc.
Morse Instrument Co.

Tongs
B-W Molded Plastics
Baco Accessories Co.
Burke & James, Inc.
Carr Associates
Curio Photo Co.
Eagle Photo Supply Co.
Eastman Kodak Co.
Enteco Industries
The FR Corporation
Kayark Products Co., Inc.
Mansfield Industries, Inc.
Schoen Products
Testrite Instrument Co.

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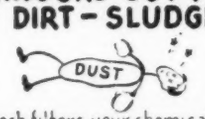

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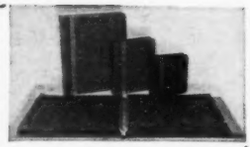

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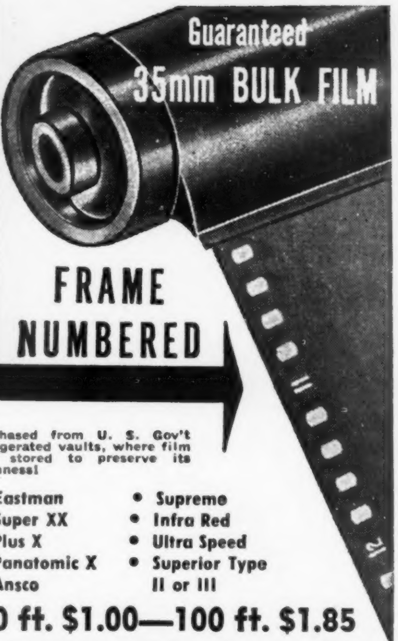

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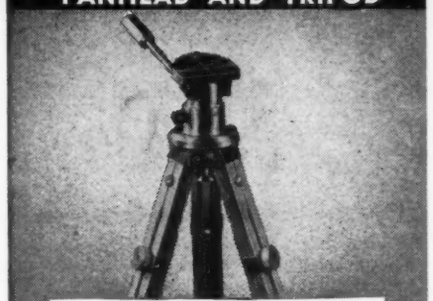

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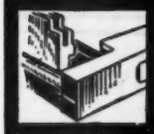

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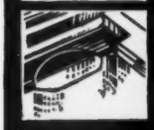

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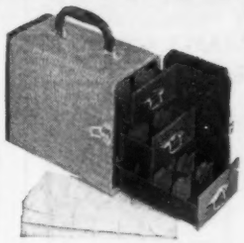

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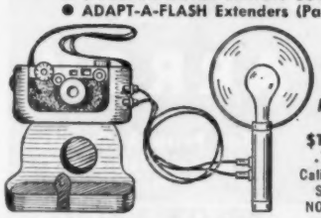

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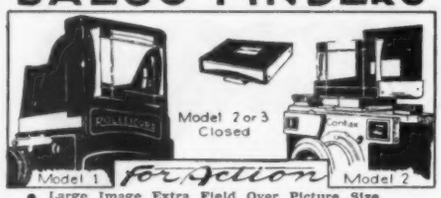

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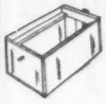

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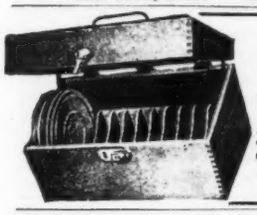

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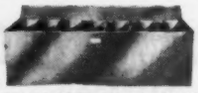

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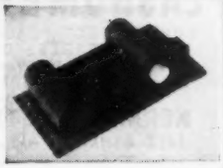

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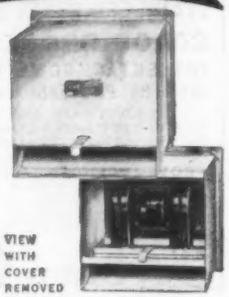

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ZEISS Miflex #128568 for Contax. LN, $150. Horton Photo, 115 N. Main, Santa Ana, Calif.

CONTAX II, case, Sonnar f2, built-in synchronizer, Zeiss 85mm f2, Zeiss Biogon 35mm f2.8, Viewer, $900. Zeiss 35mm enlarger, lens, $62.50; Zeiss 35mm Projector, $80. Curtis Color Enlarging Printer, 35mm to 4x5, $150. Weston Photo Analyzer, $80. All like new. Roberts, P.O. Box 35, Los Altos, Calif.

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This Kodak, first of a long line of cameras, was an oblong black box that took round pictures 2½ inches in diameter. It was sold ready loaded for 100 exposures at a price of $25. When the hundredth picture was taken, the camera was returned to Rochester, where the film was removed and processed. The good negatives, if any, were printed. Then the prints, negatives, and the reloaded camera were returned to the owner—all for $10, about a week's wages.

This was the new look in cameras back in 1888 when the No. 1 Kodak was placed on sale, opening up photography to amateurs.

The camera had a shutter which you set by pulling a string and released by pressing a button. This feature, plus the simplicity of the entire system over pre-Kodak processing and bulky equipment, led to the phrase: "You press the button; we do the rest."

The trade-mark, Kodak, did not come so easily. To devise it Eastman experimented at great length with the alphabet. The familiar name is the result.

The next year Eastman and his staff discovered a practical method of producing from nitrocellulose a transparent, flexible film. Among other outstanding Eastman contributions to photography since 1900 are improved panchromatic film, the system of narrow-film motion-pictures, and the development of color photography.

In June, 1888, when the first Kodak cameras were being built, the small Eastman factory on State Street in Rochester had about 50 employees. Today, sixty years later, the Eastman Kodak Company is a world-wide organization with 64,000 employees — more than 30,000 of whom are employed in the company's Rochester plants.—

INDEX OF *Advertisers*

OCT. 1948

ADVERTISER	PAGE NO.
A. P. Products	230
Abbe	252, 253
Ace Camera Exchange	245
Acra Instrument	242
Adlew Jewelers	241
Air Photo	154
Airborne Sales Co., Inc.	247
Airequipt Manufacturing Co., Inc.	261
Alkom Photo Products, Inc.	249
Allen's Photofinishing	251
Amateur Fotographic Services, Inc.	216
Amateur Screen Photography Magazine	110
Amberg File & Index Co.	249
American Bolex Company, Inc.	38, 106
American Camera & Photo Supply	158
American Hard Rubber Co.	144
American Masterpieces	221
American Photo Laboratories	246
American Products Co., The	149
American School of Photography	105
American Studios	143
Ames, Inc., Alice	156
Anglo Corporation	218
Ampro Corporation	191
Ansco	Second Cover
Antonelli School of Photography	235
Archer School of Photography, Fred	208
Arel	7, 233
Aremac Camera Co., Inc.	94, 95
Argus, Incorporated	112
Aristo Glass Laboratories	239
Arrow Metal Products	252
Artcrafters Industries	253
Artisan Guild	252
Associated Surplus Co.	98
August Camera Repair	251
Austin Camera Co.	253
Baco Accessories Company	148
Badger Shooters Supply	252
Bahnsen, Axel	254
Ball, Bill	252
Baltimore Institute of Photography, Inc.	20
Barnett & Jaffee	251
Bass, Inc., Alfred	212
Bass Camera Co.	239
Bausch & Lomb Optical Company	34
Bawden Bros., Inc.	243
Bay Bridge Sales Company	218
Bay Ridge Movie Processing Co.	108
Bear Color Service	158
Bell & Howell	262
Bernard Products	245
Beta Photo Laboratories	244
Better Films	108
Better Pictures	261
Beverly Natural Color Laboratories	134
Bloom's Camera Center	126
Boland & Boyce	233
Bolsey Corporation of America	237
Bowen Manufacturing Co.	238
Bradford, James J.	242
Brand Camera Company	242
Breed, Jack	254
Bright Star Battery Co.	201
Brite Tone Movie Supply	254
British Information Services	128
Broadway Camera Exchange	109
Brooklyn Museum School of Photography	245
Brooks Institute of Photography	193
Bruno Studios	102
Burke & James, Inc.	29, 231
Burleigh Brooks Co.	248
Busch Precision Camera Corp.	24, 25
C.B.S. Labs	253
Calichrome	251
California Technical Products	232
Cambridge School of Photography	221
Camden Artcraft Co.	247
Camera, The	252
Camera Corner	241
Camera Corporation of America	43
Camera Craft, Inc.	250
Camera Craft Pub. Co.	238
Camera House, The	161
Camera Place, Inc.	160
Camera Research & Repair	253
Camera Services, Inc.	244
Camra-Pin Co.	251
Caprod, Ltd.	244
Carroll's for Color	236
Castle Films	131
Central Camera Co.	223
Century Precision Specialty Co.	252
Chemipure Laboratories	126
Chess-United Co.	93
Chicago Camera Co.	216
Chromart Laboratories	151
Cinklox Camera Co.	111
Ciro Camera, Inc.	212
Clarus Camera Mfg. Company	31
Cohen's Exchange, Inc., Abe	45
Color Pictures, Inc.	254
Color Unlimited	238
Colorgraph by Sheldon, Inc.	248
Columbus Photo Supply	48
Connecticut Academy of Photography, Inc.	164
Conway Camera Co.	228
Coogan Co., The	169
Cooper Sales Corp.	232
Craftsmen's Guild	165
Craig Manufacturing Co.	135
Crown Photo Supply Co.	200
Curtis Laboratory	196
D. U. C. Laboratories	143
Da-Lite Screen Company, Inc.	129
Davidson Manufacturing Co.	156
Defender Division of E. I. DuPont de Nemours & Company (Inc.)	3
deGroff Laboratories, Inc.	111, 261
De Jur-Ansco Corporation	189
Delta Photo Supply	170, 171
Developix	238
Dowling's	32, 33
Dynamic Color Labs.	251
Eagle Pencil Company	143
Eastern Photo Labs.	244
Eastman Kodak Company	75, 78, Fourth Cover
Edmund Savage Company	22
Ednalite Optical Co., Inc., The	92
Edun Pictures	254
Edwal Laboratories, Inc., The	49
Edwards Fine Grain Laboratory, Inc.	243
Eight-Sixteen Films	108
Elgeet Optical Company, Inc.	44
Emmet Corporation	239
Engel Art Corners Mfg. Co.	249
Engineered Products Co.	250
Erie Scientific Corporation	154
Eureka Specialty Printing Co.	240
Eveready Color Laboratories	230
FR Corporation, The	26
Fedco Products	151
Federal Mfg. & Engineering Corp.	152
Fidelity Manufacturing Co.	10
Filmdex	221
Fisher, Frederick D.	250
Fort Worth School of Photography	224
Fotomatch Co.	251
Fotoshop, Inc.	233
Fotosonic	188
Franklin Photographic Industries, Inc.	137
G-M Laboratories, Inc.	12, 99
Gairlent Photo Suppliers	231
Gamerman's	96, 193
Ganz Co., A. J.	126
General Camera Co.	215
General Electric	11, 227
General Engineering Co.	251
General Photo Products Co.	242
Geneva Mfg. Co.	252
Germain School of Photography	184
Gevaert Co. of America, Inc.	141
GoldE Manufacturing Co.	14, 195
Golden "B" Mfg., Inc.	149
Graflex	89
Grant, Alex	249
Haber and Fink, Inc.	163
Hancock & Stoddard	253
Harrison, W. R.	246
Haynes Photometer Co.	231
Heath Co.	128
Heiland	205
Herbert, Henry	220
Hollywood Photo Mfg. Co.	253
House of Color	252
House of Photography, The	148
Houston School of Photography	251
Hub Mail Film Service	247
Hydro-Jet Corp.	193
I-D Cal Co.	154
Ilex Optical Company	50
Independent Photographers Guild of America	238, 242, 249
Industrial Timer Corporation	164
International Camera Exchange	132
International Sales Co.	240
Inter-Ocean Sales Co.	237
J. B. Photo Co.	240
J and J Sales Co.	190, 200
Jaegers, A.	243
Jen Products Sales Co.	235
Kalart Co., Inc., The	43
Keen Photo Products Co., Inc.	158, 238, 242, 246, 249, 250
Kelsey Company	250
Kerman Instrument Co.	254
Keystone Manufacturing Company	187
Kimac Company, The	101
Kinnard Co.	104
Klein, Sid, Incorporated	246
Klein & Goodman, Inc.	244
Kling Photo Supply Corp.	100
Kolorprince	249
Kolor-Tex Studios	252
Kriser Corp.	253
La Belle Industries, Inc.	103
La France Productions	251, 253
Laker Hairspring Service	159
Lefkowitz & Bros., Inc., Louis	199
Leitz, Inc., E.	23
Levine Sons Co., George	8
Liberty Photo Service	234
Life Color Labs.	166
Linguaphone Institute	132
Long Beach Camera Exchange	234
Mail-Bag Film Service	161
Manhattan Photo Service	238
Marks Co., Howard B.	156
Marshall Photographers, Inc.	245
Marshall's Mfg. Co., John G.	16
Martin, Paul S.	253
Masterpiece Reproductions	151
Max's Jamaica Camera Store	240
Melbar Color Labs.	253
Melrose Camera Shop	240
Memorial Photo Center	165
Mendelsohn Speedgun Company, Inc.	209
Merit Color Labs.	252, 253
Meyer & Co., Inc., Hugo	37
Mid-Co Color Service	244
Mid West Camera Company	243
Miller Camera Shop	247
Mills Photographic Engineering Lab., The	225
Mimosa American Corp.	248
Miniature Film Supply Co.	247
Minicam Photo Labs.	241
Minifilm Camera Corporation	30
Minilabs, Inc.	158
Minlargements	184, 242
Model Film Supply Company	241
Mogull's	111
Mon Blanc Chemical Co.	166
Morgan Camera Shop	156
Motion Picture Institute of U.S.A., Inc.	110
Movie-Mite Corporation	144

ADVERTISER	PAGE NO.
Movie of the Month Club	110
Multicolor Laboratory	252
Mycro Camera Co., Inc.	28
MacDonald Studios	158
McFadden's	250
McLaren Bros. Photo Service	254
McMorrow, Berman & Davidson	246
Nash Color Laboratories	145
National Capitol Processing Laboratories	248
National Cinema Service	145
National Color Slide Service	240
National Educational Alliance, Inc.	15
National Photo Coloring School	196
National Photo Labs.	129, 229
National School of Photography	123
Nega-File Company, The	247
New Institute for Film	110
New York Camera Exchange	246
New York Institute of Photography	13
Nichols Photo Service	162
Novel Films	110
O K Photo	252
Oak Photo, Inc.	251
Official Films, Inc.	203
Olden Camera & Lens Co.	175
Optical Film Engineering Company	156
Pacific Coast Film Company	251
Pacific Color Slide Co.	208
Peerless Camera Stores	17, 19, 21
Penn Camera	5
Perrin & Company, J. B.	166
Petrov Photographic Technical Service	252
Photo Fit Album Co.	247
Photo Labs, Inc.	202
Photo Lens Co., Inc.	224
Photocenter	225
Photographic Products, Inc.	156
Photomammoth Murals	253
Photopix	245
Photoslides	251, 253
Pictar	108
Pictorial Frames	248
Ponder & Best, Inc.	129
Positive Print Co.	254
Post Pictures Corp.	190
Precision Camera Clinic	251
Premier Instrument Corp.	46
Prime Photo Products, Inc.	92
Progressive School of Photography	229
Projection Print Photo Service	252
Quick-Set, Inc.	108
Rabson's	92
Radiant Mfg. Corp.	188
Ray Schools, The	135
Reed & Reed Distributors, Inc.	110
Reevelec, Inc.	135
Rever Color, Inc.	185
Revere Camera Company	133
Richard Manufacturing Company	236
Robin, Joseph	251
Rocky Mountain School of Photography	240
Roehrig-Bielenberg Co.	160
Rogers, D. A.	102
Roushon Institute of Photography	194
Royaltone Camera Stores	47
Schiff Camera Exchange, Jack	151
School of Modern Photography, The	90, 91
School of Practical Photography	150
Service Photo Suppliers	185
Shostal Press Agency	250
Shull, D. Paul	252
Simerl Mfg. Co., R. A.	194
Simmon Brothers, Inc.	159
Singer, M. Leonard Co.	243
Slide Supply Service	250
Smith & Sons Corporation, James H.	97
Society for Visual Education, Inc.	95
Solar Cine Products, Inc.	188
Southwest Photo Arts Institute	162
Spartus Camera Corp.	9
Spiratone Fine Grain Labs.	134, 157, 201, 220
Star All State Co.	238
Stedco Photo Associates	251
Sterling Films, Inc.	162
Sterling-Howard Corporation	40, 41
Suffolk Science Service	251
Sun Ray Photo Co., Inc.	217
Superior Bulk Film Co.	110
Suydam & Co., E.	253
Sylvania	207
T A B	248
Technical Devices Corporation	18
Terrill Company, W. R.	251
Tiffen Manufacturing Corporation	201
Tower Photo Shop	244
Town Fotoshop	253
Trade Wind Motor Fans, Inc.	254
Transcolor Photo	253
Tru-Color Laboratories	246
Udeeco	254
Ultra Picture Corp.	254
United Camera Exchange, Inc.	27
United Luggage & Camera Shop	261
Universal Camera Corporation	35
Universal Photo Service	246
Universal Yonkers Corp.	244
Usher's	241
Utilitee Photo. Products Co.	254
Vacuumate Corp.	110
Valentino, Thomas J.	248
Wall Labs.	249
Walter Labs.	154
WARO Art Photos	253
Weimet Film Company	36
West View	254
Westen's	118, 119
Weston Electrical Instrument Corp.	42
Wettstein Co.	247
Wheeler Enterprises, Inc.	158
Whitcraft	253
Whitehouse Products, Inc.	165
Whittaker Co., Inc., W. R.	155
Willoughbys	39
Wilson Department Store	6
Windman Brothers	228
Wolff Mfg. Co.	197
Wolk Camera Co.	102
Wollensak Optical Company	Third Cover
Woodward School of Photography	145
Yawn School of Photography, Inc.	237
York Photo Mount, Inc., Mfgrs.	252
Younger Cine Products	202
Zeiss, Inc., Carl	150
Ziff-Davis Publishing Co.	166, 178, 179, 211

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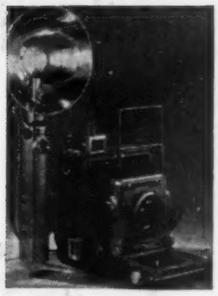

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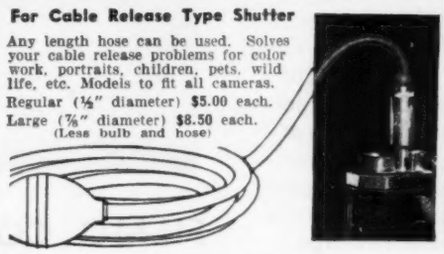

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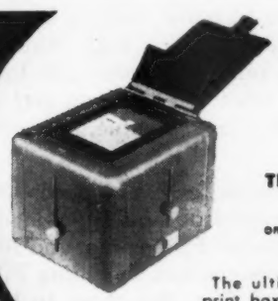

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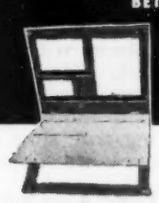

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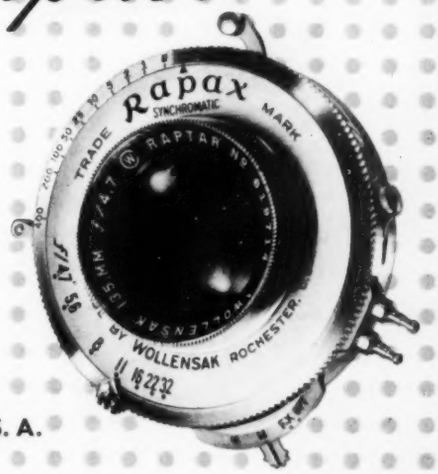

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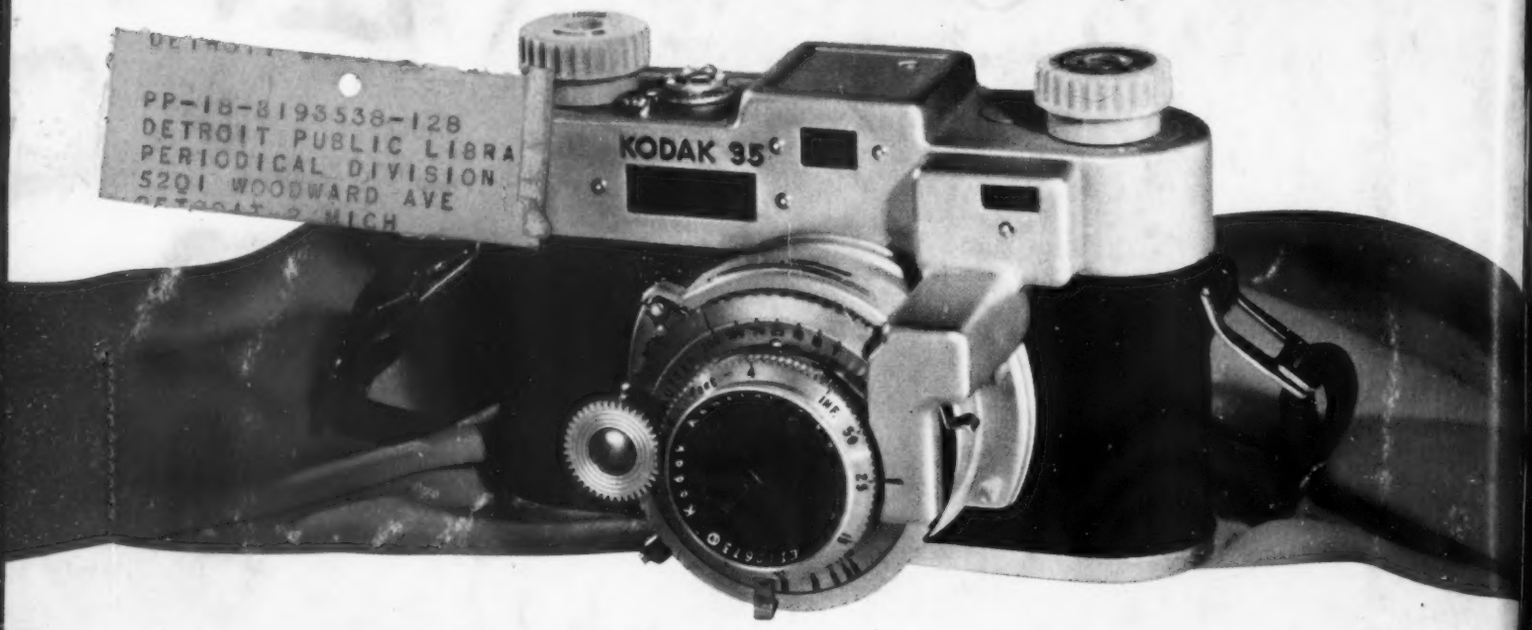

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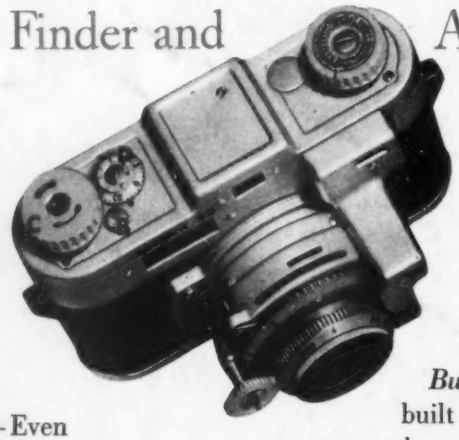
Kodak 35 Camera

with Range Finder and Automatic Controls



You find and focus in seconds . . . one finger tip on the small cogwheel *A* . . . you never lose a shot while puzzling out distance. Here is a split-field range finder designed for ease and accuracy, and built with skill.

Your Kodak 35 "remembers"—Even though *you* might forget. Press film release button *B*, turn film winding knob *C* as far as it will go, and . . . your last shot registers *automatically* on exposure counter *D* . . . film for your next shot is positioned *automatically* . . . and shutter is cocked *automatically*. You can't make a double or a blank exposure.

Four-Element f/3.5 Lumenized Lens—A lens so sharp and bright you won't believe your eyes when you blow up those negatives. The *f*/3.5 speed catches a lot of candids . . . the Lumenizing (hard-coating) cleans away the flare. In color, even the daintiest tints come up beautifully. In black-and-white, lines cut sharp, delicate gradations register.

Built-In Flash—With synchronization built into the fast 1/200-second shutter, you make a lightning job of flash . . . catch the hard ones at the perfect instant . . . Camera, $75 plus tax. Kodak Flasholder, $9.50 plus tax.

There's also a simplified model at $50 plus tax—a Kodak 35 Camera with a top-quality *f*/4.5 lens and many fine features of the costlier model . . . At your Kodak dealer's.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

(Prices subject to change without notice)

Unseen values work for you in every Kodak camera

1. A Kodak lens, skillfully designed, true to its rated performance
2. An accurate Kodak shutter, reliably built, critically tested
3. Best of materials, multiple-tested by Kodak before they go into the camera
4. Parts precisely designed, machined, and assembled by Kodak for endurance under hard use
5. Adaptability to related Kodak accessories, tailored to fit each camera

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